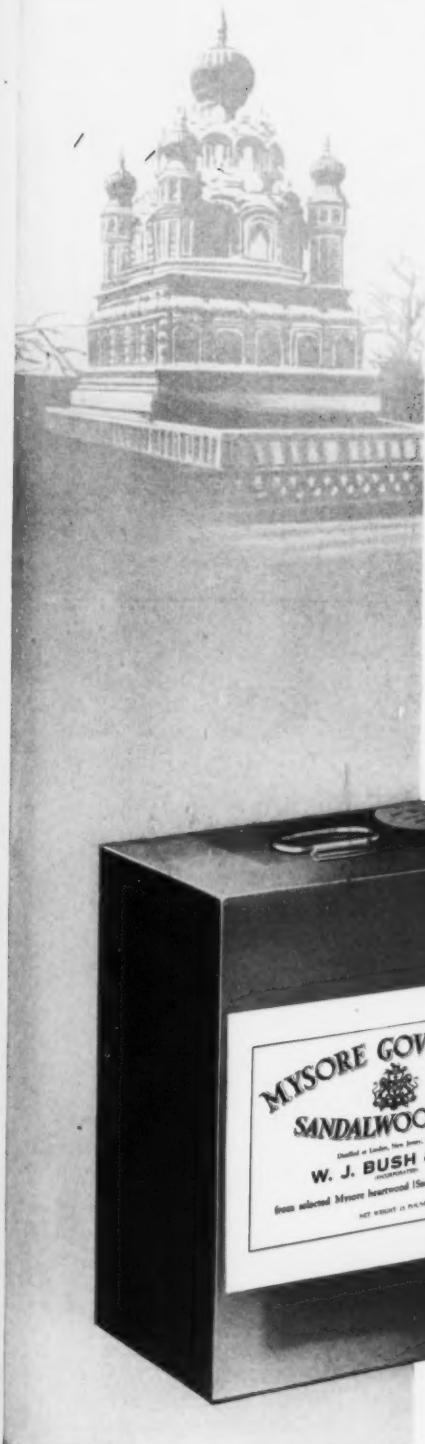


# MYOSORE

## *The Home of Sandalwood*



**G**ENUINE Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by Mysore oil cannot be satisfactorily duplicated by any other perfume material.

Always specify MYSORE Oil and insist on sealed and serially numbered containers.

Distilled at our Linden, N. J. plant

Sole Agents for the United States  
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada  
W. J. BUSH & CO. (Canada) Ltd.  
Montreal, Canada

“ye Oldest Essence Distillers”

**W. J. BUSH & Co.**  
INCORPORATED

*Essential Oils      Aromatic Chemicals  
Natural Floral Products*

NEW YORK, N. Y.

LONDON

MITCHAM

MESSINA

GRASSE

ESTABLISHED 1845

# BATZOUROFF & Co.

SOFIA, BULGARIA

## PURE OTTO OF ROSE

MODERN DISTILLERIES AT:

KARNARE KALOFE  
KARLOVO RAHMANLI

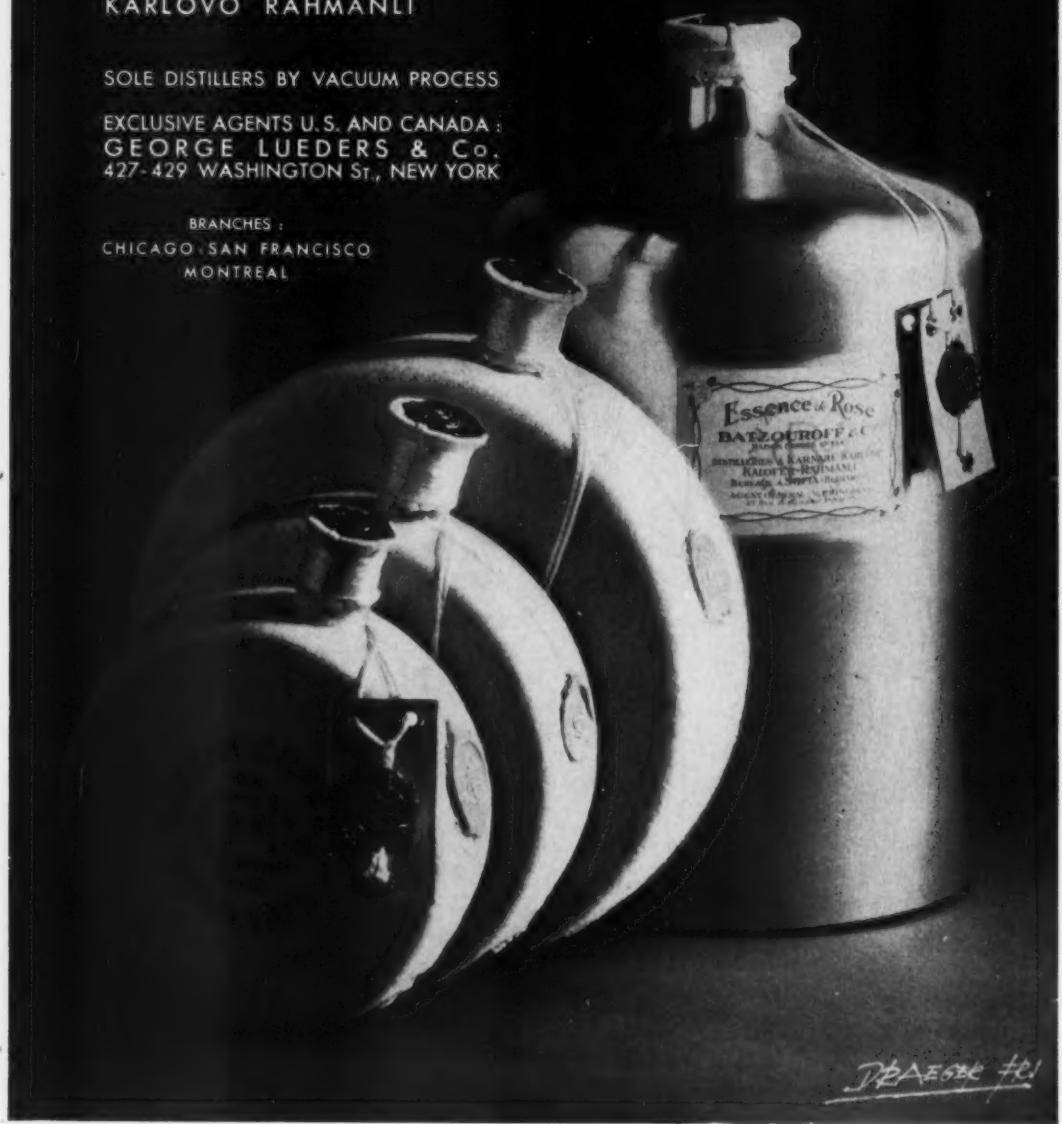
SOLE DISTILLERS BY VACUUM PROCESS

EXCLUSIVE AGENTS U.S. AND CANADA:

GEORGE LUEDERS & Co.  
427-429 WASHINGTON ST., NEW YORK

BRANCHES:

CHICAGO SAN FRANCISCO  
MONTREAL



*TRAESKE F.C.*

Published monthly by Robbins Perfumer Company, Inc., 9 E. 38th St., New York, N. Y. Volume 35, No. 6. Subscription rates, payable in advance: United States \$3.00 a year; Canada \$3.00; Foreign \$4.00. Single copies 30. Entered as second class matter January 14, 1937 at the Post Office at New York, N. Y. under the act of March 3, 1879.



## STRONG and DURABLE

Without a sufficiently high factor of safety to give STRENGTH and DURABILITY, great bridges would collapse and buildings crumble. Structures of steel or wood, iron or aluminum, are no different in this respect than those of glass. Yet, too frequently this point of stresses and strains is overlooked in selecting the glass container for packaging and sampling requirements.

Kimble Glass Vials, despite their diminutive size and light weight, are amazing examples of strength, rigidity and durability. Their strain-free characteristics are the result of thorough annealing in specially constructed retempering ovens. Each Vial is ready for a long and serviceable life as a carrier for salts, powders, liquids, chemicals, oils, cosmetics, foods, proprietaries

and hundreds of other products of industry.

If you have a sampling problem—if you want a new modern container that combines transparency, pocket convenience, sales appeal, minimum weight and maximum strength—get facts and figures on Kimble Glass Vials—for packaging economy and merchandising success!



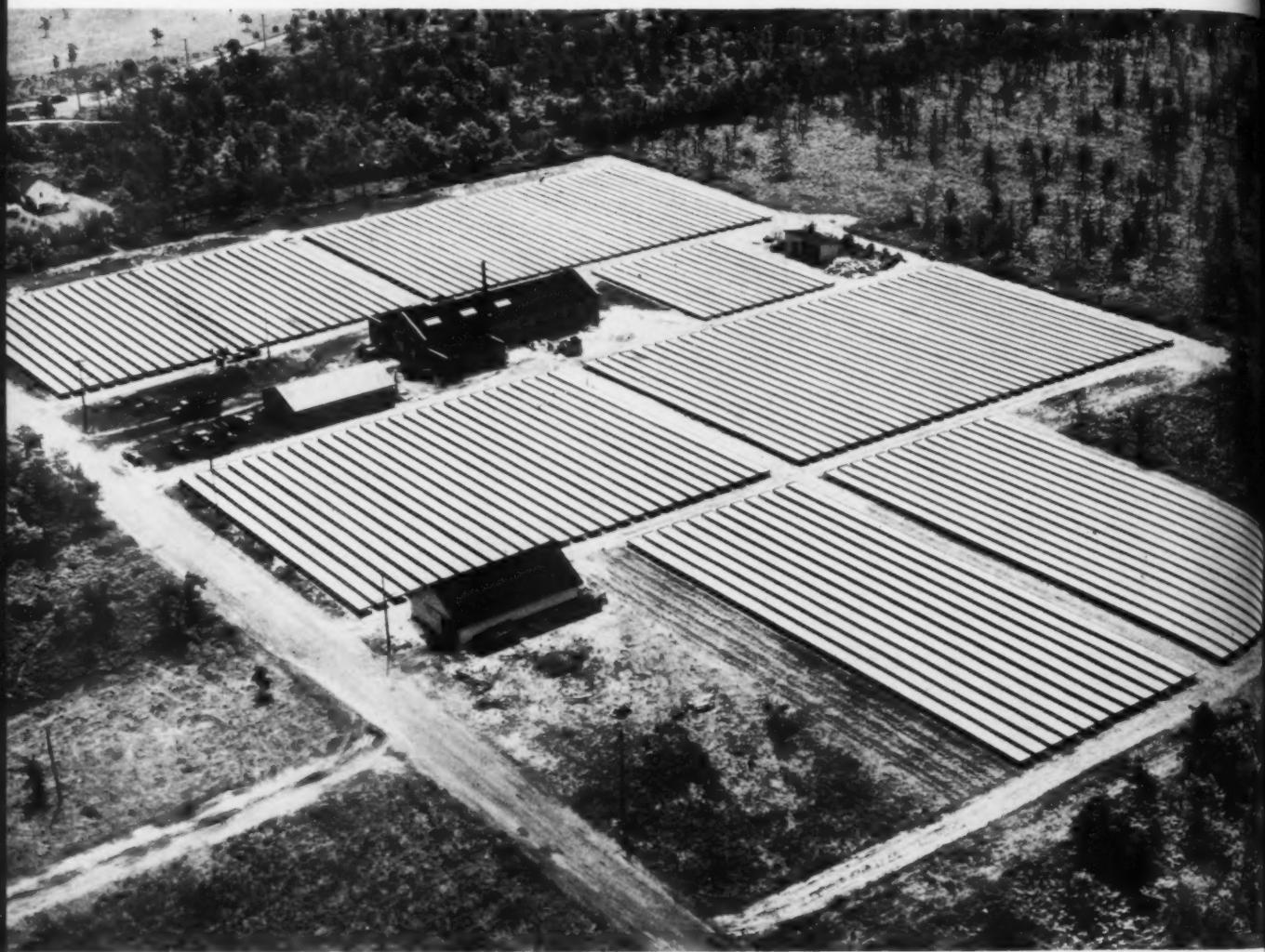
• • • *The Visible Guarantee of Invisible Quality* • • •

**KIMBLE GLASS COMPANY . . . VINELAND, N. J.**

NEW YORK . . . CHICAGO . . . PHILADELPHIA . . . DETROIT . . . BOSTON

December, 1937

# SUNBLEACHED BEESWAX



This is a photo of our Beeswax plant taken by the **FAIRCHILD AERIAL SURVEYS, INC.** It shows the factory together with the many large bleaching racks, which have a capacity of 100,000 lbs. of beeswax, making this plant the largest of its kind in the world.

The bleaching takes place only during the summer months and it takes approximately four weeks to bleach a batch of beeswax.

Our sun-bleaching method, of which we have over 80 years experience, does not bring the beeswax into con-

tact with any chemicals, either before, during or after the bleaching process. It simply oxidizes the coloring matter of the yellow beeswax completely, without changing the natural properties of the crude beeswax.

This method of bleaching is your guarantee that the finished product will remain the same indefinitely and that it will produce the most stable creams.

We invite you to visit our plant so that we may have the pleasure of showing you around.

---

## KOSTER KEUNEN

S A Y V I L L E  
(LONG ISLAND)  
N E W Y O R K

IN THE MIDDLE WEST: WALTER H. JELLY & CO., Inc., 412-420 N. WESTERN AVENUE, CHICAGO, ILL.  
ELSEWHERE IN THE U. S. A., BY KUHNE-LIBBY CO., 54 FRONT ST., NEW YORK, N. Y.

If you use

BOTTLES

you'll want  
this book

A request on  
your business  
letterhead will  
bring it to  
**YOU!**

SWINDELL BROS.  
Baltimore, Md.

When you  
think of  
bottles, think of

Swindell

# The Breath of Spring



# In December

• •

## PERROLEX

was first announced in June. Its immediate acceptance and increasing popularity have proven its value.

Perrolex is the breath of Spring, the essence of a fresh bouquet, the secondary basic note of all true florals.

In the creation of all floral type perfumes, Perrolex has its place. It imparts that natural fragrance of fresh-cut blossoms.

Perrolex can be used alone or with additions in any toilet preparation.

At your request we will gladly send a sample of Perrolex. The price is \$12.00 per lb.

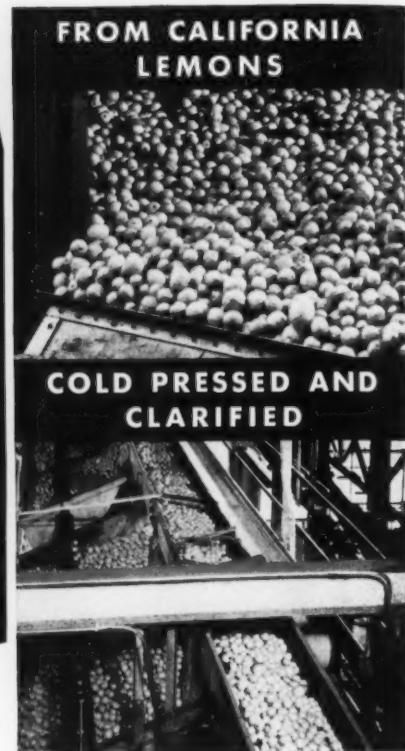


van Ameringen-Haebler, Inc.

315 Fourth Avenue, New York City



A U.S.P. OIL FOR THE  
AMERICAN TASTE



No wonder it's **MORE THAN TWICE AS POPULAR  
AS ALL OTHER LEMON OILS COMBINED**

**H**IGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U. S. P. (Clarified).

*Sold to the American market exclusively by*  
**DODGE & OLcott COMPANY** • **FRITZSCHE BROTHERS, INC.**  
 180 VARICK STREET, NEW YORK, N.Y. • 76 NINTH AVENUE, NEW YORK, N.Y.  
*Distributors for*  
**CALIFORNIA FRUIT GROWERS EXCHANGE**  
 Products Department, Ontario, California  
 Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY  
 Corona, California  
 Copr., 1936, California Fruit Growers Exchange, Products Dept.



*The American Perfumer*

## A PAUSE FOR APPRAISAL

*E*ACH year, between the ending of the old and beginning of the new, there comes a pause. Business relaxes momentarily and in this small fragment of time we find opportunity to reflect upon and re-evaluate the failures and achievements of the passing year. At such times we see benefits and advantages in both—in achievement, benefits to our customers; in failure, benefits of indispensable experience for us. And in the sum of these we find gratifying and substantial gain.

At such times we like also to give due acknowledgment and thanks to our customers for the major part they have played in the sustained advancement and growth of our organization. Without their confidence and continued support such accomplishment would not have been possible. May they find satisfying compensation for their aid in a betterment of their own merchandise through the finer facilities and raw materials we are thus able to offer.

A very happy Christmas and bountiful New Year to all.

FRITZSCHE BROTHERS, INC.



TURN TO



# Jasolea!

TURN TO JASOLEA for a *natural* jasmine effect at a *synthetic* jasmine cost; turn to JASOLEA for a fragrance of richness, depth and appeal; turn to JASOLEA for one of the most adaptable odors in our entire list of perfume specialties!

You've surmised, no doubt, that we are mighty proud of this new product—and we really are! Our chemists devoted months to its development; its fragrance in the final stages of perfection was checked with that of the actual living, breathing flower. That is why, with the price of natural jasmine prohibitive, we say: Economize! TURN TO JASOLEA!

## - THREE GRADES -

**JASOLEA "N"** is a remarkable simulation of jasmine by enflleurage. Its striking similarity, even to the obscure fatty odors of the natural oil, is a research achievement of highest rank.

**JASOLEA "X"** duplicates precisely the jasmine absolute of volatile extraction. It blends perfectly with the natural oils, and in prescribed proportions, defies even expert detection.

**JASOLEA "F"** is a finished perfume specialty possessing all of the fragrance of the living flower. An indispensable working base for jasmine perfumes, its use necessitates little, if any manipulation.

*Send for samples*



## FRITZSCHE

816 WEST 8TH STREET LOS ANGELES, CAL.  
Proprietors of PARFUMERIES de SEILLANS Seillans, France  
FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

## Brothers, inc.

PORT AUTHORITY COMMERCE BLDG.  
76 NINTH AVENUE, NEW YORK, N. Y.  
118 WEST OHIO ST. CHICAGO, ILL.

# For Improved Effect RESINOIDS, F. B.

*M*ANY materials, formerly obtained by distillation, produce far better effects in fine perfume work when extracted with volatile solvents. This latter method, though considerably more expensive, provides abundant compensation for its greater cost in the fuller, richer and generally improved character of the materials thus produced.

Volatile solvent extraction results also in a higher yield of the natural gums and resins . . . and this means increased fixation!

The resinoids listed below are extracted by this method at our own plant in Seillans. A trial will convince you of their superlative quality.

CEDAR

ORRIS

PATCHOULY

SANDALWOOD

VETIVER

*Write for further details*



FRITZSCHE BROTHERS, Inc.  
Port Authority Commerce Bldg.  
76 Ninth Ave., New York, N. Y.

## Branches

ATLANTA, GA. 508 Standard Building	BOSTON, MASS. 250 Stuart Street	CHICAGO, ILL. 118 West Ohio Street	COLUMBUS, O. 21 East State Street	KANSAS CITY, MO. 2018 Guinotte Avenue
---------------------------------------	------------------------------------	---------------------------------------	--------------------------------------	--

NEW ORLEANS, LA. 813 Louisiana Building	PHILADELPHIA, PA. 12 South 12th Street	LOS ANGELES, CAL. 816 West 8th Street	SAN FRANCISCO, CAL. 122 New Montgomery Street
--	---	--	--

FRITZSCHE BROTHERS OF CANADA, Ltd. 77-79 Jarvis Street, TORONTO, CANADA	PRODUCTOS FRITZSCHE BROTHERS, S. A. Mesones 24, MEXICO, D. F.
--	--

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE



## “SALES BOOSTER!”

Sales of Pabco wax have more than doubled in this handsome, eye-catching container (illustrated in actual colors on the front cover). It is a shining example of the sales appeal and showmanship Canco containers can give any product.

Can *your* product use the extra selling-power of a Canco package? Write today for information and estimates.



AMERICAN CAN COMPANY

230 PARK AVENUE NEW YORK, N. Y.

# SERVICE

*For The Trade Exclusively*

COMPACTS

CREAM ROUGES

ROUGE and POWDER

EYE SHADOWS

LIPSTICKS

EYEBROW PENCILS

(All indelible shades—  
consistencies a la mode)

WATERPROOF MASCARAS

# OXZYN

A S E P T I P U F S permanently antiseptic

Do not confuse these powder puffs with so-called sterilized puffs. Sterilization is only a temporary condition, ineffective with the first use of the puff.

ASEPTIPUFFS are permanently antiseptic because our velours and wools are treated with antiseptics when manufactured. The puff remains antiseptic throughout its life, or until washed. The inhibitory action is constant—*always* on the job battling Bacteria, protecting the reputation of your cosmetics. WRITE TODAY for literature and samples.

All our products are guaranteed for chemical purity.

For your further protection, Products Liability Insurance is carried.

# OXZYN COMPANY

IN BUSINESS SINCE 1877

ORIGINATORS OF  
NATURAL ROUGES

New Jersey Office: 257 Cornelison Ave., Jersey City

Canadian Office: 2109 Ottawa St., Walkerville, Ont.

Telephone calls originating in New York will be accommodated through REctor 2-8360. In Jersey City Phone Delaware 3-2560.

★  
B E S T  
W I S H E S  
FOR A ★ O Y ○  
OUS Y E T I D E  
★ AND A ★ H A P P Y ★  
AND ★ P R O S P E R O U S  
N E W Y E A R ○ T O O U R  
● N U M E R O U S ★  
F R I E N D S ★

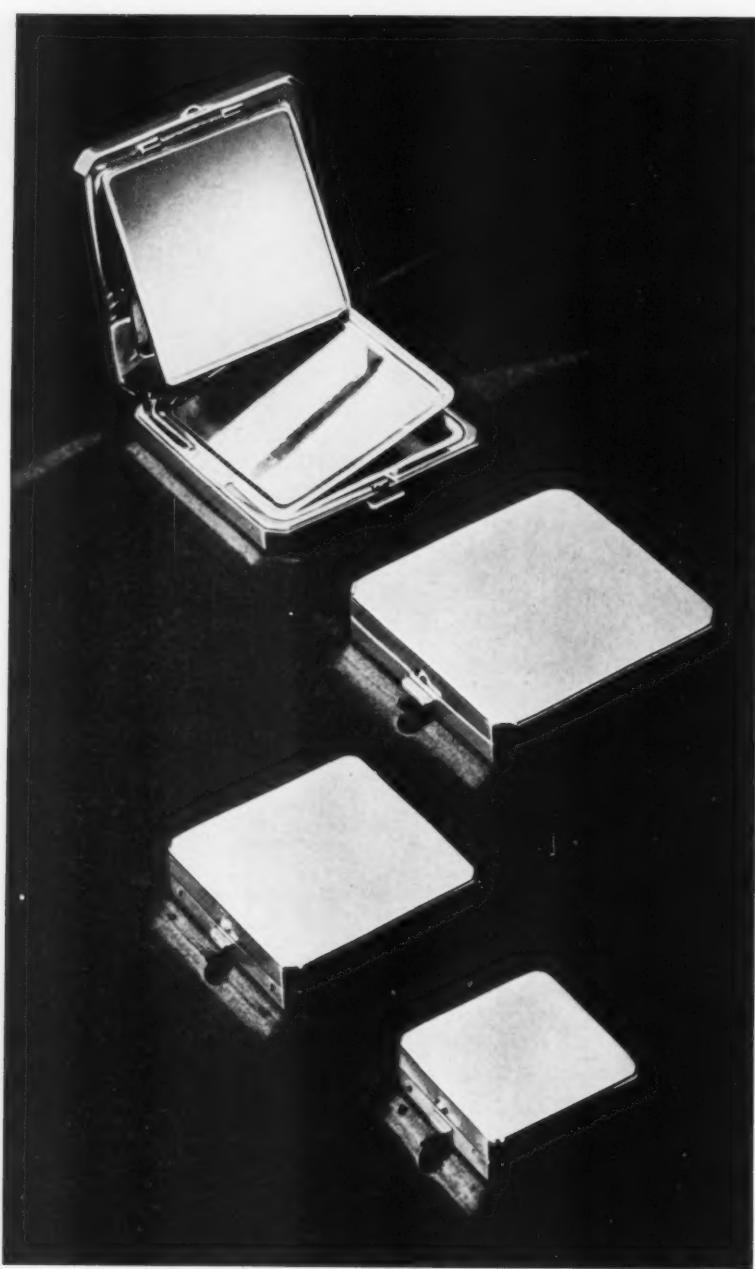
Compagnie PARENTO, Inc.

Executive Offices and Laboratories: CROTON-ON-HUDSON, N. Y.

**NEW YORK**      **CHICAGO**      **DETROIT**      **SEATTLE**      **LOS ANGELES**      **SAN FRANCISCO**

PORLAND ORE. COLOMBIA FRANCE LONDON, ENGLAND

COMPAGNIE PARENTO LTD., 73 Street, W., Toronto, Ontario, Canada



*The*  
**BRIDGEPORT**  
ESTABLISHED 1909

METAL  
GOODS  
MFG. CO.

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS  
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS



# The House of Verley presents



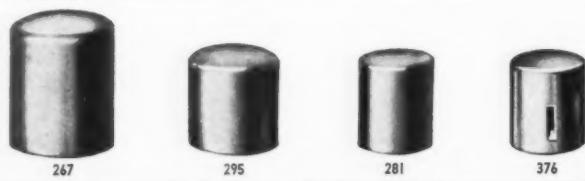
**an enchanting Oriental fragrance that  
wins acceptance for YOUR product**

Shangri imparts an elusive quality to perfumes and cosmetics that gains ready approval in the fastidious class market . . .

While it can be classified as an Oriental presentation, it is far more inclusive. The first or top note promotes a fascinating interest and, as the tonal qualities blend into one another during its evaporation, that same interest is sustained and finally compensated by its drying into a beautiful, bewitching, and lasting perfume . . . Shangri is suitable for perfumes, powders, or lotions. *Write for samples and quotations.*

**ALBERT VERLEY** *aromatics*

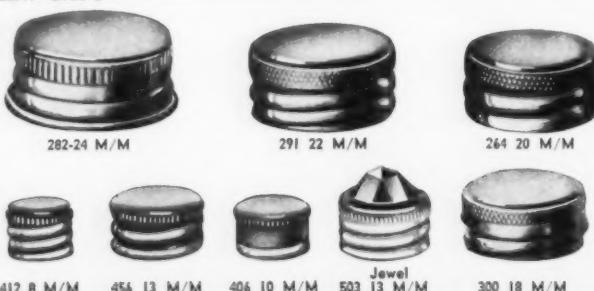
SLIP CAPS



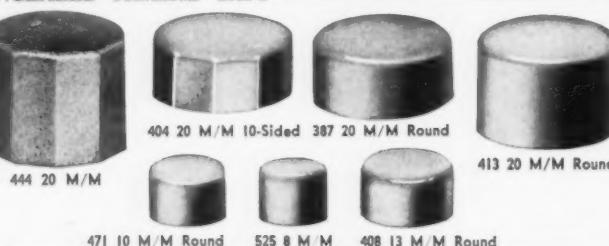
TALCUM CAPS—Plain & Knurled



SCREW CAPS



CONCEALED THREAD CAPS



MISCELLANEOUS



# Improve

THE APPEARANCE OF YOUR PACKAGE with an attractive serviceable stock or specially designed



GAP

For perfumes, talcum and tooth powder, bath salts, lotions, etc.

Furnished in a variety of designs in fancy metal—plain brass—aluminum—brass nickel plated—nickel silver—stainless steel . . . Enamelled caps, all colors. Our "Negative Finish" resists acids, alkalies and alcohol.

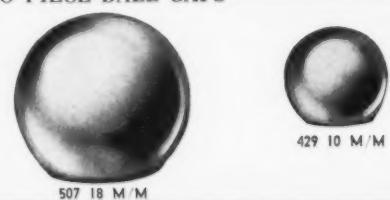
*Samples and prices on request.*

# BRASS GOODS

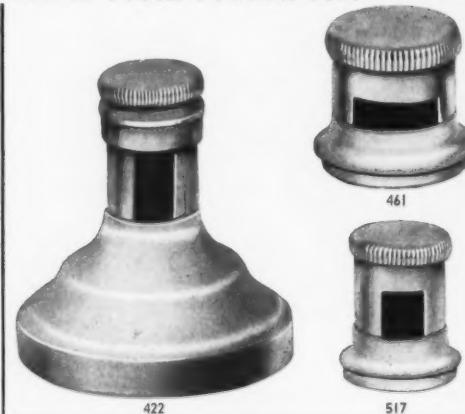
MANUFACTURING CO.

345 ELDERT STREET  
BROOKLYN, N. Y.  
Phone: Foxcroft 9-3900

TWO PIECE BALL CAPS



PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round Square, Oval, Slotted).

# Greetings of the season

Our thanks and appreciation for your cooperation.

May your New Year be one of happiness and success.



**florasynth**  
LABORATORIES, INC.  
1555 OLMSTEAD AVE., NEW YORK  
CHICAGO DALLAS DENVER LOS ANGELES SAN FRANCISCO

THE FLORASYNTH MFG. COMPANY  
FLORASYNTH UNIVERSITY

*a LIPSTICK that will amaze you....*



## Radiance **LIPSTICK**

so lustrous, so gleaming, at first glance. So lustrous, so gleaming to use. A new texture that stays permanently glowing to the last particle—that doesn't dull or "sweat" with exposure or age.... Highly indelible. Non-greasy. Non-toxic. Velvet smooth in application. . . . All existing shades can be matched perfectly.

RADIANCE LIPSTICKS are self-selling. To see them is to want them. Write or wire today for samples!

*We make private brand cosmetics exclusively. We do not compete with those we serve.*

**ROUGE COMPACTS • CREME ROUGE  
EYE SHADOW • FACE POWDER  
POWDER COMPACTS • COSMETIQUE**

## **HELFRICH LABORATORIES**

HELFRICH LABORATORIES • 564-570 WEST MONROE STREET • CHICAGO

HELFRICH LABORATORIES OF N. Y. C., INC • 30-34 WEST 26th St. • NEW YORK

HELFRICH LABS. OF CANADA, LTD. • 690 KING ST., WEST • TORONTO, ONTARIO

CABLE ADDRESS: HELFLABS, NEW YORK • CHICAGO • TORONTO



BALDWIN & BALDWIN • 819 Santee St. • Los Angeles, Calif.

CHARLES H. CURRY • 420 Market St. • San Francisco, Calif.

## MARKING UP AN IMPROVEMENT

At Givaudan there is no compromise with quality. Low-priced products, such as Terpineol, receive the same painstaking care in manufacture and refinement as do the most costly aromatics...and the result is evident in their continual improvement in purity and uniformity. These improved qualities can be measured by tests, but their full benefits can best be appreciated by actual use. Your orders will be handled with the utmost care and dispatch.

**GIVAUDAN**  
DELAWARE, INC.  
50 FIFTH AVENUE, NEW YORK, N. Y.

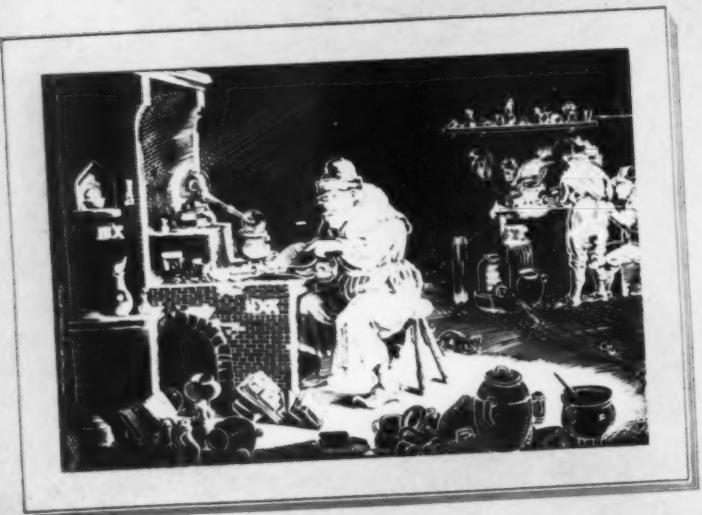
606  
185  
123

# Here is the **NEW** and *complete* **GIVAUDAN CATALOG**

● This new Givaudan catalog, attractively bound and illustrated with views of our plant, embraces all the important aromatic materials and special products manufactured by Givaudan and used by the perfume, cosmetic, soap and allied industries. It also covers a wide variety of aromatic products used in the rubber, paint, printing ink and textile industries.

Many of these materials are original developments of our laboratories, while others are improved versions of long-used products.

You will find the list a useful guide to the selection of the right aromatics for your purposes. If you have not yet received your copy, a request on your letterhead will bring it to you promptly.



**GIVAUDAN**  
**DELAWANNA, INC.**  
50 FIFTH AVENUE, NEW YORK, N.Y.

INCORPORATED

**GIVAUDAN**  
DELAWANNA, INC.

50 FIFTH AVENUE, NEW YORK, N.Y.

Branches: Philadelphia Los Angeles  
Cincinnati Detroit Dallas Baltimore Chicago  
San Francisco Seattle Montreal Havana

T  
go  
no  
ma  
ed  
reg  
de

AC  
AC  
AL  
AM  
BA  
BIS  
BO

De

THE  
MALLINCKRODT  
• MAIL BAG •

We have just prepared an abstract covering changes in the requirements of certain items in the U.S.P. XI, as published in the first supplement which was recently released. The changes that have been made in the supplement are effective December 1st. Write the nearest Mallinckrodt office for a copy of this abstract.

M. C. W.

*Our recent order called for Potassium Hydroxide C.P., and you have shipped Potassium Hydroxide A.R. Will this material be satisfactory for our purposes?*

Potassium Hydroxide A.R. (Analytical Reagent) is equal to, or better than the C.P. (Chemically Pure) of other manufacturers. In fact, our Potassium Hydroxide A.R. fully meets the standards for laboratory reagents as published by the American Chemical Society, and represents the highest quality commercially feasible. It will be entirely satisfactory for your purposes.

M. C. W.

*Can you supply us with Magnesium Stearate of sufficiently high quality for use in cosmetic preparations?*

Mallinckrodt Magnesium Stearate Pure is manufactured especially for use in quality cosmetics. If you are not using Mallinckrodt Magnesium Stearate, we should like very much to submit a sample for your examination.

M. C. W.

The new Industrial-Pharmaceutical Price List goes to press in a very few days. If your name is not already on our list, send it to us at once to make sure of receiving this edition and future editions. Price change notices will also be sent regularly. Please include name of firm and your department on your request.

# TOILETRIES



The success of your face powder, lotion or cream depends largely on repeat sales. Chemicals of quality are required to produce cosmetics of sufficient merit to bring consumers back for more.

Scores of manufacturers of toiletries achieve the necessary quality for mounting sales and repeat business through the use of Mallinckrodt Chemicals. They know from experience that Mallinckrodt Chemicals attain a purity second to none.

Over 69 years of specialization and rigid production control enter into the manufacture of Mallinckrodt Chemicals. Help your cosmetics put their best selling foot forward by keeping in step with chemical science —through the use of Mallinckrodt Chemicals. They cost no more.

## MALLINCKRODT COSMETIC CORNER STONES FOR QUALITY BUILT PRODUCTS

*Try These Mallinckrodt Chemicals  
in Your Cosmetics*

ACID SALICYLIC	HYDROGEN PEROXIDE
ACID TANNIC	MAGNESIUM STEARATE
ALUMINUM CHLORIDE	POTASSIUM HYDROXIDE
AMMONIUM CARBONATE	RESORCINOL
BARIUM SULFIDE	SILVER NITRATE
BISMUTH SUBNITRATE	SODIUM BENZOATE
BORAX	ZINC STEARATE

*Chemicals  
For Every Cosmetic Need*

December, 1937

ST. LOUIS  
CHICAGO  
PHILADELPHIA

*Mallinckrodt*  
CHEMICAL WORKS

NEW YORK  
MONTREAL  
TORONTO

MALLINCKRODT CHEMICAL WORKS

AP-12

Address nearest office—St. Louis, Mo., or 72 Gold St., New York, N. Y.  
Please send me a copy of the Mallinckrodt Monthly Chemical Price List containing valuable  
information on Mallinckrodt Chemicals.

Name \_\_\_\_\_

St. & No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# Season's Greetings

**“J M & B” PRODUCTS**

Produced in Grasse, France, by

**J. MERO & BOYVEAU**

*are widely recognized by perfumers as “Quality Products”*

★ ★ ★

**NATURAL FLOWER ABSOLUTES**

**CONCRETES • SURFLEURS • FIXODORS**

*We also offer a comprehensive line of exquisite perfume bases, in three grades*

**EXTRAFLORS • ODOROLS • ULTRAMARS**

*Send your inquiries to our American agents*

**D&O**  
ESTABLISHED IN 1798

**DODGE &**  
**180 VARICK ST., NEW YORK, N. Y.**

**FABRIQUES de LAIRE** PARIS  
FRANCE

**J. MERO & BOYVEAU** GRASSE  
FRANCE

**W. SANDERSON & SONS** MESSINA  
ITALY

**DODGE & OLcott COMPANY**

### **"D & O" PERFUME BASES**

are gaining wider and wider acceptance because of the success they bring to those who have adopted them in their finished preparations.

Many highly successful nationally advertised products are scented with odors supplied by "D & O"

When you adopt a "D & O" compound you are assured of absolute uniformity in deliveries at all times. You get what you specify—on initial and repeat orders!



**O L C O T T C O M P A N Y**

BRANCHES: PHILADELPHIA  
503 Arch St.

BOSTON  
232 Milk St.

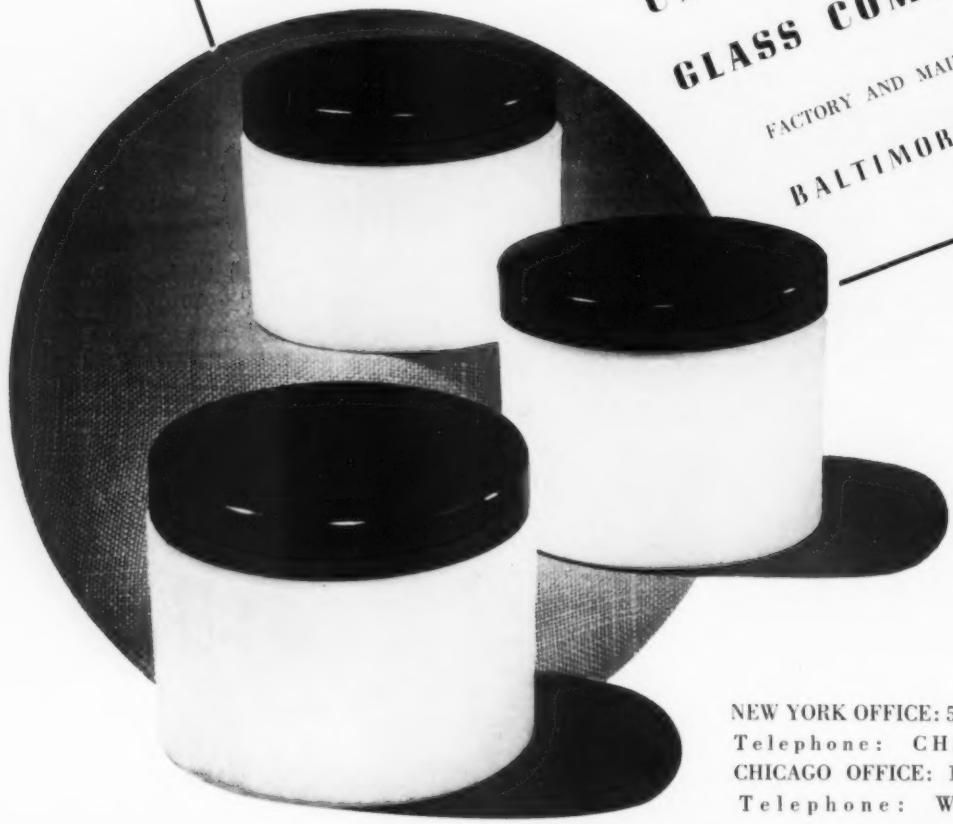
CHICAGO  
178 No. Wacker Drive

ST. LOUIS  
15 So. 4th St.

LOS ANGELES  
923 E. 3rd St.

# CARR-LOWREY opal jars have a brilliant white sparkle

that bespeaks cleanliness and purity . . .  
that inspires confidence in the high  
quality of your product. Their uniform  
density and opaqueness emphasize the  
unusual care maintained in materials  
and manufacture.



CARR-LOWREY  
GLASS COMPANY

FACTORY AND MAIN OFFICE:  
BALTIMORE, MD.

NEW YORK OFFICE: 500 Fifth Av., Room 1427  
Telephone: CHICKERING 4-0592  
CHICAGO OFFICE: 1502 Merchandise Mart  
Telephone: W Hitehall 4326

*The American Perfumer*

“*Made*”

with **AGFA** odors

For taking the shine out of vanishing cream  
MATTOLIN

To make a smoother, finer cold cream or tissue cream  
PLASTOCREME

To make a finer face powder  
FACE POWDER BASE Z

For odors that sell  
AGFA PERFUME BASES

We will be glad to send samples on request

**AROMATICS DIVISION**  
**GENERAL DRUG COMPANY**

170 Varick St., New York  
Transportation Bldg., Los Angeles

1220 W. Madison St., Chicago  
907 Elliott St. W., Windsor, Ont.

*Agfa*

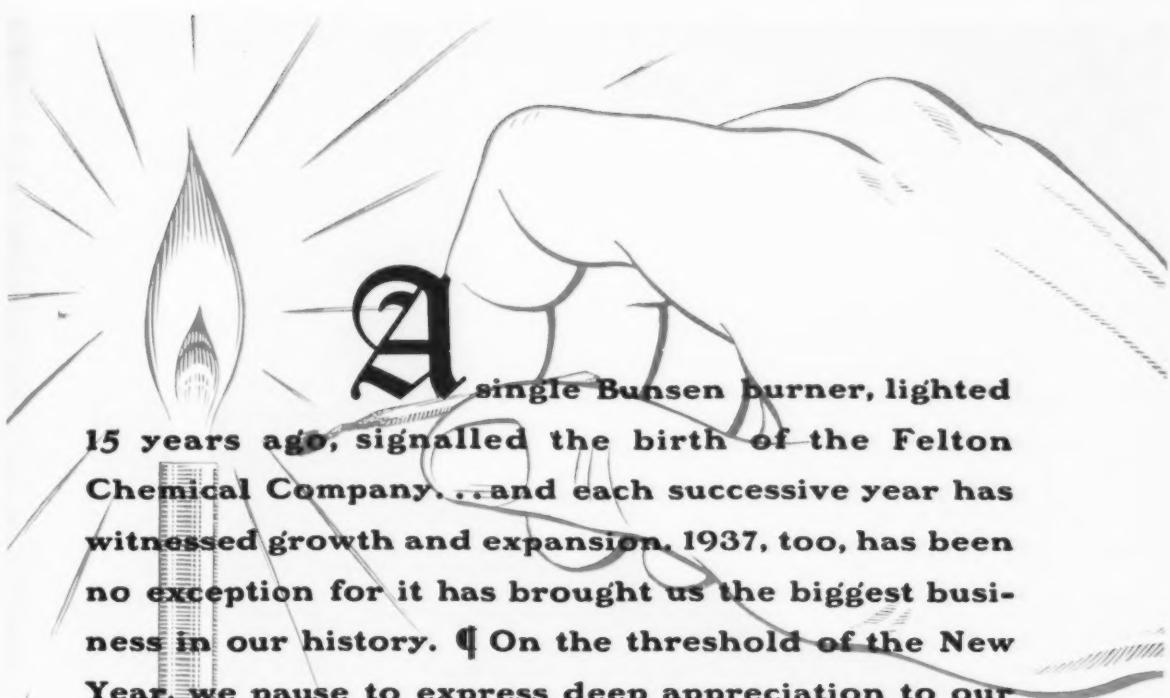


## Designs for Selling IN CRYSTAL CLEAR GLASS

EMPHASIZE the natural beauty and attractiveness of your product—by packing it in a container of flawless transparency and smartly modern design. Maryland Flint Bottles (made by the makers of the famous Maryland Blue Bottles and Jars) offer you "designs for selling"—in various sizes suitable for toilet waters, nail polishes, polish removers, hair tonics, shampoos, lotions and other toiletries.

Maryland  
flint  
BOTTLES

WRITE FOR SAMPLES, and tell us, please, the nature of your product and the capacities in which it is packed. Maryland Glass Corporation, Baltimore, Maryland. New York Representative: 270 Broadway, New York City. Pacific Coast Representative: Owens-Illinois Pacific Coast Company, San Francisco.



A

single Bunsen burner, lighted 15 years ago, signalled the birth of the Felton Chemical Company...and each successive year has witnessed growth and expansion. 1937, too, has been no exception for it has brought us the biggest business in our history. ¶ On the threshold of the New Year, we pause to express deep appreciation to our customers and friends for the part they have played in this success. ¶ 1938 stands before us...and if we are able to render better service in helping them to enjoy greater success in their businesses, surely then will we have made another progressive step forward.

¶ A Happy and Prosperous New Year to you All.

**FELTON CHEMICAL COMPANY, INC.**



V I O L A

N O R D A

A Violet odor of the Italian  
Type, fragrant, with just a touch of the "leaf"  
character.

A splendid and popular  
odor for a dusting powder.

Sample submitted upon request.

---

---

---

*Norda*

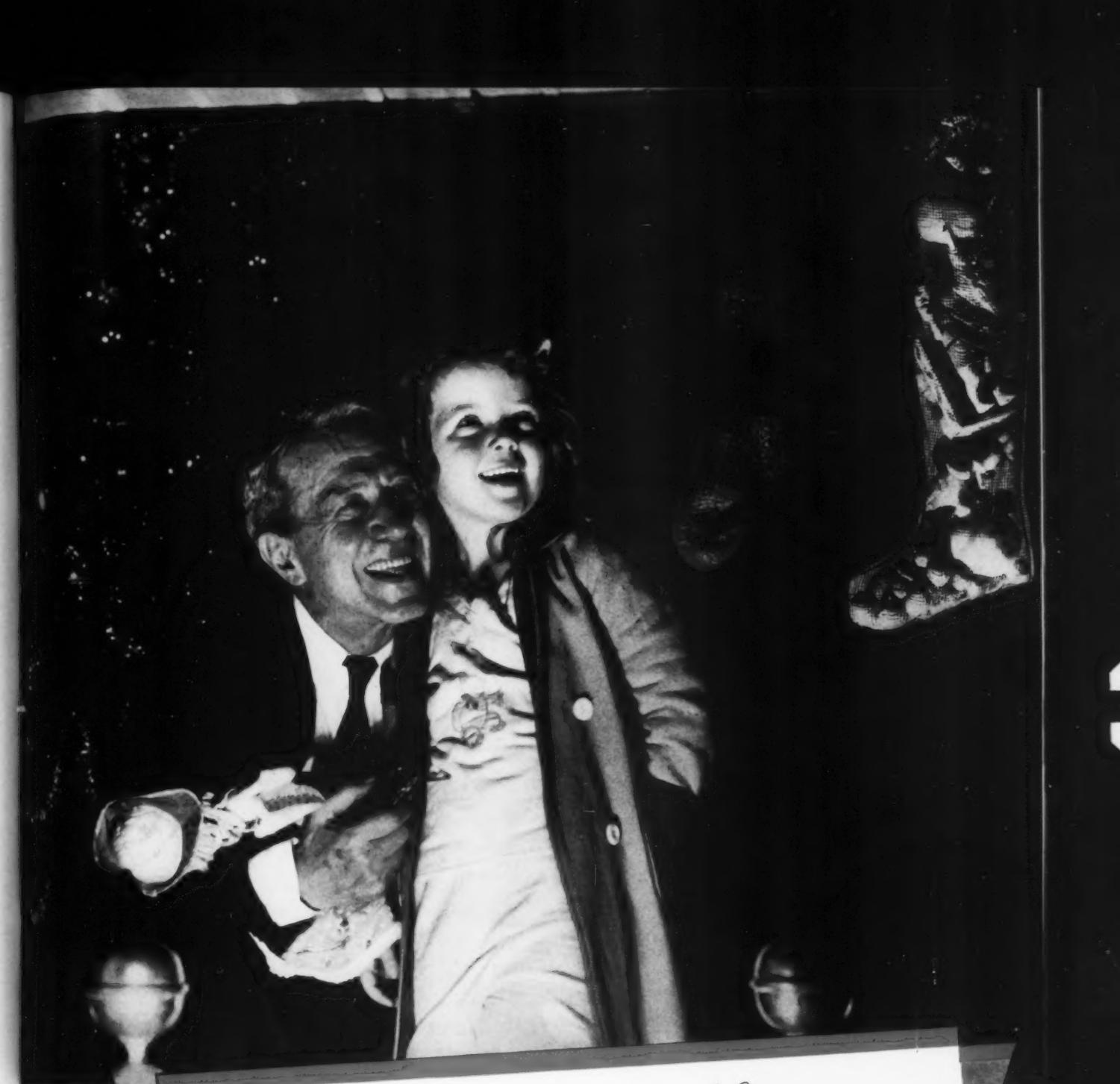
ESSENTIAL OIL AND CHEMICAL  
COMPANY, INC.

NEW YORK OFFICE: 601 WEST 26TH STREET  
CHICAGO: 325 W. HURON STREET  
ST. PAUL: 253 E. 4TH STREET  
LOS ANGELES: 685 ANTONIA AVENUE  
CANADA: 119 ADELAIDE ST., W. TORONTO

---

---

---



## *"The Earth is Young at Christmas"*

**T**he earth has grown old with its burden of care,  
But at Christmas it always is young.  
The heart of the jewel burns lustrous and fair.  
And its soul full of music breaks forth on the air,  
When the song of the angels is sung.



Phillips Brooks, Christmas  
Songs & Easter Carols, Dutton

HAZEL-ATLAS GLASS COMPANY WHEELING, W. VA.



## lipsticks —by SCOVILL

Illustrated here are just a few of the lipstick containers which Scovill designs and manufactures for customers in the trade. Push-up, swivel and roll-top automatic types are represented—some are standard models, others are specially designed to meet our customers' specifications. Scovill's unique facilities and experience are at your disposal for the manufacture of your lipstick containers—or for the manufacture of closures, vanity cases, mascara boxes or other cosmetic containers. A letter to any Scovill office, outlining your requirements, will bring complete information.



**SCOVILL**  
MANUFACTURING COMPANY

Drug and Cosmetic Container Division

79 MILL STREET • WATERBURY, CONNECTICUT

Boston, Providence, New York, Philadelphia, Lynchburg, Va.  
Syracuse, Detroit, Pittsburgh, Chicago, Cincinnati, San  
Francisco, Los Angeles • In CANADA: 334 King St., E., Toronto, Ont.



**WILLIAM LAMBERT, Editor**

**MARY LEE GOODMAN,**  
Assistant Editor

**R. F. ROGERS,**  
New York

**HARLAND J. WRIGHT, Publisher**

**H. J. HOOLE,**  
Chicago

**CONTENTS**

•      **DECEMBER**      •

•      **1957**

**IN THE HEADLINES**

**29**

U. S. S. R. TO PRODUCE ALL RAW MATERIALS—How The Industry is Organized and What Has Been Done,  
*by Dr. Alexander Katz*

**51**

HAIR RESTORERS UNDER FIRE —What Metallic Hair Dyes Do to the Hair, *by Florence E. Wall*

**54**

GIVE THE PUBLIC A SPORTING CHANCE—Consumers Should Not Be Involved in Doings Behind Toilet Goods Counter, *by Ruth Hooper Larisson*

**57**

DESIDERATA—Drene Shampoo, Sun Tan, Testing pH, Deodorant Creams, Castor Oil, Glycol Esters,  
*by Maison G. de Navarre*

**59**

NEW PACKAGES—Latest Items Introduced by Manufacturers, *by Mary Lee Goodman*

**40**

HUNGARIAN ESSENTIAL OILS—How Oil of Chamomile is Produced, Its Properties and Possibilities for Wider Use, *by Dr. Ernest Guenther*

**44**

**EDITORIALS**

**47**

IMPROVING PRODUCTION—Recording Thermometers, Clarifying Shampoo, Thoroughness, Seasonal Business,  
*by Ralph H. Auch*

**49**

THE PENDULUM—Tying Up Style Trends with Cosmetics, *by Edna Colladay Pierce*

**50**

**NEWS AND EVENTS**

**52**

**CANADIAN NEWS AND NOTES**

**69**

**MARKET REPORT**

**85**

**A ROBBINS PUBLICATION**

Published monthly by The Robbins Perfumer Company, Inc., 9 East 38th Street, New York; Telephone CAledonia 5-9770; Cables: American Perfumer, New York; Codes ABC 5th Edition; J. H. Moore, President and Treasurer; Harland J. Wright, Vice President; F. C. Kendall, Secretary; R. F. Rogers, Representative; Harry J. Hoole, Representative, 1370 Peoples Gas Bldg., Chicago, Harrison 5858; Business Publications Bureau, Representative, 4814 Loma Vista Ave., Los Angeles. The Robbins Perfumer Co. is owned and operated by The Robbins Publishing Co.; J. H. Moore, President and Treasurer. Subscription Rates, Payable in advance: United States \$3.00 a year; Canada \$3.00; Foreign \$4.00. Single Copies 30c. Volume Thirty-five: Number Six. Copyright 1937. Robbins Perfumer Co., Inc.

1858

1937

*Dependability*



*Supreme Flower Essences  
Surfine Essential Oils*

by

**TOMBAREL FRERES**

Grasse, France

Tombarel is a traditionally dependable source of natural raw materials . . . a source from whence comes the sales advantages of many a leading cosmetic, soap and other product.

The scientifically controlled manufacturing processes developed by Tombarel Freres are the achievements of highly skilled chemists constantly engaged in research work.

SYNTHETIC FLOWER ESSENCES . . . PERFUME BASES  
SPECIAL, PERFUME CREATIONS BY

**ROBERT FRERES**

Grasse, France

[Subsidiary of Tombarel Freres]

Our chemists are more than scientists. They are creative artists with a genius for symphonizing odors.

**TOMBAREL PRODUCTS CORPORATION**

*Exclusive Representative in the United States, Canada and Cuba*

for **TOMBAREL FRERES** and **ROBERT FRERES** Grasse, France  
9 East 19th Street  
Phone Gramercy 7-7545

New York, N. Y.  
L. J. Zollinger, President



In which the Publisher comments briefly on some of the important news events of the day and other things that interest him.

### THAT HOLIDAY LIFT

The banner month for Perfume is before us. Christmas trade is moving. Manufacturers have brought out their premier offerings and the stores are cooperating with displays.

The embarrassed youth is at the mercy of efficient salesladies—selecting a Perfume gift for *that* girl. Husbands are lining up. The sentiment of the popular refrain "Little Old Lady" has gone to Perfume. We personally know of two cases where Grandma is going to find Perfume in her stocking!

And—more and more packages are so designed that after Christmas the holiday trappings are removable and they become regular stock, thus reducing returns—a movement sponsored and pressed by the *American Perfumer* for some seasons back. It is now quite a general practice.

There is a bit of joy in life after all.

### WHY BUILD UPON THE SAND?

We have been impressed the past few weeks with the evident trend toward firmer standards of quality in the manufacture of cosmetics generally.

The old law of trade that quality wins in the end is becoming more generally recognized as the profitable principle. Too bad that the "profit" has to be the impelling factor. We like to think and feel that pride of product motivates the business world—and our industry in particular.

Every young industry has its adventurers sans consciences, who are primarily interested in "getting away with it" and cleaning up—going it high, wide and handsome!

But experience, broadening of the

market, and survival of the fittest, brings home the basic principle that quality products, intelligently merchandised, build a business.

### THE PENALTY OF BIGNESS?

Administration thinking on taxes—and other things—seems to be on the side of the little fellow. The small man, the small corporation is due in some respects for preferential treatment.

Insofar as this inspires initiative and makes possible the development of small private enterprises, it is all fine and dandy. That is American business at its best.

But the small company prospers and becomes big. The list of stockholders grows. Many of these stockholders are small people. The average stockholders' list is a cross-section of America's middle class.

Even when "big," the average enterprise, corporation, or business needs equitable treatment from our Government and feels entitled to it; and there is some justification for demanding it.

### THE NEED OF THE HOUR!

Congress is sparring—but the undercurrent is unmistakably for some substantial relief to tax-ridden business.

To say that "business" is sulking in its manifold and multitudinous tents is far from the truth. Business is casting up accounts, as is its duty to stockholders and employees.

So much that is new and untried has been injected into the business body that to some it gives pause for reflection and re-planning. Forward plans are difficult to forecast in a certain and sure fashion under the present set-up where the uncertainty of

results with conditions now in force, coupled with the lack of knowledge of what may further develop, must be given earnest consideration.

Capital wants to do business, is eager to get going. Turnover in business is what capital wants, what labor wants, and what the administration wants.

It is to be hoped that the best practical minds will be given rein on this phase of our economic problems.

It is difficult in limited space to discuss the various proposed legislative items. That some adjustments need to be made is evident and apparently conceded by all.

### ON REQUEST—

Often we have been requested to "put my name on the list for Navarre's bulletins." This we do not do. As they come out, each one is announced in the *American Perfumer*. It is mailed upon request only. This prevents waste. You may not want the next one, etc.

There is no charge. They are gladly mailed upon request following their announcement.

---

### A. D. ARMSTRONG

It shocks and saddens his many, many friends. His forthright character and outstanding abilities commanded the respect of all who knew him. His associates and intimates lose one whom they held in affectionate esteem. The industry loses a constructive and generous force from its top ranks.

All our sympathy goes to Mrs. Armstrong and the family.

H. J. W.

---



Ewing Galloway

# Parmantheme

A new and truly remarkable synthetic version of the Parma-natural Violet flower note.

The most recent of the Chuit, Naef successes, PARMANTHEME represents the work of a number of years scientific research into the various natural bodies possessing violet odors—oil of orris, oil of violet leaves and many others.

PARMANTHEME embraces all

of the most desirable requirements of the ideal Violet basic character. It is non-irritating (*contains no methyl heptine carbonate*), very fresh and tremendously powerful, while retaining a true and delicate character.

It is characteristic of PARMANTHEME that it can be used basically in any type toilet preparation, being particularly effective in lipsticks, creams and perfume extracts.

*Additional Data and Quotations on Request*

# Firmenich & Co., Inc.

135 FIFTH AVE., NEW YORK

## U. S. S. R. TO PRODUCE ALL RAW MATERIALS

Now Growing Flowers and Producing Essential Oils, Synthetics and Aromatic Chemicals. Entire Industry to be Self Sustaining. How Enormous Increase in Use of Cosmetics was Accomplished.

by DR. ALEXANDER KATZ\*

AROUND September of 1936, I was visited, in California, by A. I. Mikoyan, People's Commissar of Food and Allied Industries of the Soviet Union. The purpose of his visit, to the United States, and California particularly, was to get acquainted with the American methods of production.

Under his supervision are the following industries: bread, cake, etc., meat, alcohol, liquor, non-alcoholic beverages, candy and chocolate, tobacco, oleomargarine, dairy products including ice cream, soap, cosmetic, perfume, essential oils, aromatic chemicals and flavorings. All these industries are developing very rapidly in the Soviet Union. They maintain huge and well equipped factories in all branches of these industries.

### American Manufacturing Methods Adopted

I was fortunate enough to get an invitation by the

People's Commissar of Food and Allied Industries, to go to the Soviet Union to help them in establishing American methods in the manufacture of perfume and flavoring ma-

terials used in their manufacturing.

Upon arrival in the Soviet Union, I was given an opportunity to visit all the plants in which perfume and flavoring materials are used. I also was invited to visit many plantations which grow flowers and materials for the production of essential oils.

I also visited many plants in which essential oils and aromatic chemicals are manufactured for the whole industry. The production of aromatic chemicals, on a very large scale, is centralized in Moscow and in Leningrad. These plants are most modernly equipped. The plants are also highly mechanized using newest mechanical equipment wherever it is required. One can notice that construction is going around particularly in all branches of industries. There is a tendency to replace old equipment wherever better quality and increased yields can be obtained.

As I was an official consultant, particularly, in lines of interest to our industry, I want to convey to American manufacturers, my experi-



DR. ALEXANDER KATZ

The author spent many months in Russia as consultant to the Soviet Cosmetic Trust. In a succeeding article he will describe fine Russian essential oils not known before commercially.

\* Florasynth Laboratories.

ence in the Soviet Union.

(1) They fully realize that the most important part in the production of perfume and flavoring materials is in the quality of aromatics which they are using.

(2) All of the components which enter into compositions have to be absolutely pure and harmless. This is checked by special testing laboratories where these materials are produced.

(3) The accepted standardizations of aromatics and essential oils used in compositions are rechecked by the consuming plants in order to guarantee the standards of compositions and manufactured products.

(4) The question of purification of raw materials is actually demanded from basic sources in which they are produced.

(5) There cannot be any substitutions nor compromises made in production of raw materials or compounds, without permission from a special board authorized to change formulas.

(6) All the components entering into compounds must answer to chemical and physical standards.

(7) Compositions are always created for an intended purpose. Those created for creams cannot be used in soaps and those created for perfume, cannot be used in creams. The same rule applies in the food industry. Products created for candy cannot be used in the soft drink or liquor indus-

tries. This is done in order not to run into hazards which may occur due to reactions between different raw materials under certain conditions.

(8) As a foundation for the manufacture of aromatic compounds, the so-called "bases" are produced. The "bases" are aged for three or four months in order to activate the odor or the taste whatever it might be. Also the stock of "bases" help to a great extent, in case of necessity during the height of the season to produce large amounts of finished products.

"Bases" produced in central plants are easily transported to other commercial points where they are finished and packaged, thus guaranteeing the same quality of finished products throughout the Soviet Union. This principle of organization of central fabrication has a lot of good points for the consumer, who really gets the benefit, of always having the same quality. The so-called "bases" are kept in glass lined storage tanks.

#### Chemical Equipment Now Produced In Russia

The Leningrad Chemical Combine, which manufactures aromatic chemicals, has built a large plant, which is producing, very successfully, glass lined apparatus for chemical and allied industries.

Besides essential oils and aromatic chemicals, a variety of resinoids is

produced in Moscow and Leningrad for the perfume and flavoring industries.

In all cases the Soviet Union is trying to utilize as much as possible its own raw materials. If they find it possible to grow one thing or another which has not been grown in the Soviet Union, they endeavor to cultivate that material.

It is remarkable to see the successful venture of growing geranium, clary sage, lemons and oranges around the Crimean and Caucasian region. It is also of interest to mention, that in the old Tsarist Russia there were no industries of this kind, while to-day, some of the products are recognized as world leaders.

#### Enormous Expansion In Manufacture

Prior to the world war, there were only two cosmetic and perfume plants in Moscow, and one plant in Leningrad in the flavoring essence industry. These three plants have depended entirely on Germany and France for the supply of raw materials. A quantity of imported perfumes and cosmetics were offered in old Russia. Only 10% of Russians were in a position to use perfume, cosmetics and food delicacies, therefore, the industry was infinitesimal and of no importance.

At the present time, everyone in Soviet Russia, who cares to enjoy the



Perfume Store in Moscow

Efforts are exerted to make these stores inviting and attractive. Note the predominance of round face powder boxes in the display counter.



Modern Factory Methods

Glass stoppers are applied to eau de cologne bottles with marked rapidity and neatness by a double bank of operators on each side of the conveyor.



Cream Condenser

Electro-mechanical cream condensers imported from the United States do yeoman service in making toilet creams. Auxiliary apparatus is equally modern.



Packing Face Cream in Leningrad Perfumery Factory

Note the automatic conveyor and the abundance of natural illumination. Efficiency in layout and operation is constantly studied by the Administration of the Perfume, Cosmetic and Soap Making Industries of the U. S. S. R. American-made equipment is chiefly used.



Staff of a Beauty Salon

The underlying purpose is not so much to sell as to educate women in the proper use of cosmetics. Sales of cosmetics increased 25% in 1937.

use of cosmetics, perfumes and food delicacies, is in a position to get anything desired, a fact which has served to increase the production and consumption of these products to unbelievable amounts.

#### Essential Oils Produced On Gigantic Scale

The essential oils are produced in most up-to-date equipment on a gigantic scale. The following are of utmost importance: anise, caraway, coriander, fennel seed, pine needle, peppermint, calamus, geranium, lavender.

Anise and coriander are produced in central Russia. Fennel seed and peppermint are produced in the Ukraina Section. Pine needle is produced in Siberia and the northern region; geranium in the Southern Caucasian Mountains; otto of rose in Krimea, also lavender in Krimean and the Caucasian Mountains of different grades depending on the altitude in which it is grown.

I have visited plantations of gera-

(Continued on page 70)

# HAIR RESTORERS UNDER

by FLORENCE E. WALL, F. A. I. C.

A discussion of metallic hair dyes from the viewpoint of "not what they are but what they do". Her many years of "working with her hands" in the industry and trade make Miss Wall's comments on cosmetic preparations and treatments both helpful and authoritative.

**I**n spite of condemnation by the medical authorities, perennial crops of citations by the Federal Trade Commission, tirades by the professional reformers, and the earnest exhortations of a few persons sincerely interested in the welfare of the hair of the world, metallic hair dyes continue to flood the market. They come and go, of course. Many of those popular five, ten, or more years ago have passed on to their just punishment—oblivion—but they are scarcely off the shelves before another set goes up to take their places. Some of these are nationally advertised products, but many of them, in any store, are manufactured locally and enjoy only limited distribution and sale.

The amount of undocumented, unscientific, and incompetent literature on metallic hair dyes is almost incredible. Of reliable source articles, there are very few, because those that know the real truth about these matters have been keeping it to themselves. Where the numerous and prolific rewriters have given references at all, they can be traced back from book to book, and most of them finally hole in at the American Medical Association—in articles in the *Journal*, or in *Cosmetics and Allied Preparations*, a booklet published by the Bureau of Investigation. The latter should be accepted as what it is—a compilation of the accumulated findings of a fact-finding office. Any casual glance through it will show that many of the published reports are not based on tests made in the A. M. A. laboratory, but are taken from previously published reports of the Food and Drug Administration, agricultural experiment stations, state boards of health, public analysts, and

other sources, back to Wiley's old *1001 Tests*. The main point here is that whereas laboratory findings are usually scientific and correct enough, the free-lance deductions and interpretations which often accompany a report may be both unscientific and incorrect.

## Metallic Dyes In Three Groups

A few simple tests will show that the metallic dyes on the American market (usually called "hair restorers," "hair color restorers," etc.) may be divided into three main groups, based on salts of (1) lead, (2) silver, and (3) copper. Nickel is occasionally found with silver, and iron is in many of the copper dyes. Bismuth turns up once in a while; but the cadmium, cobalt, tin, and other salts which figure in the literature, are not to be found in products that enjoy general circulation. Potassium permanganate is so antiquated that it is not worth mentioning.

By far the greatest number of these nostrums is based on lead—usually the acetate, but the nitrate has also been used. Since they can be identified so easily, even by physical characteristics, it is surprising how much mystery still surrounds these products in the drug stores which serve as the principal outlet for them. There seem to be two basic recipes, one scented with rose water, the other with bay rum; and nearly all of them contain some glycerine. The bottles are relatively large, colored or colorless, and the colorless solution within usually has a whitish-yellow powder settled at the bottom. The directions for use also help to identify these products. They usually specify

that a shampoo is not necessary, and that the liquid should be applied "day after day until the desired shade is seen." All the accompanying literature stresses the magic effects of this "—pure water-white (or "crystal clear") liquid which will restore your hair to its original color, no matter what shade it was." And, always, this magic fluid is "Not a Dye."

Such expansive statements should arouse a challenge in any thinking person. At least, they should prompt some tests to find out what actually does happen. One series, made with the most widely advertised of the lead dyes, brought out a succession of colors through dirty yellow, yellowish-gray, grayish-violet, and purplish-brown, to black. Another showed only the dirty yellow, which became dirtier and dirtier, but which, after twenty applications, was still far from black, or any other human shade. A third product, widely used by men, darkened more rapidly and soon showed a dull, grayish black. Clearly, there is considerable lack of uniformity in these products, but they all had one effect in common. The hair was left dull and lusterless, dank and sticky, and generally unpleasant to see and to feel.

## Claims Made for Lead Salts

There has been much pseudo-science and speculation published about the action of lead salts on the hair. It is still believed and taught that "the lead combines with the sulfur in the hair, forming black lead sulfide," but this hypothesis has long been held in doubt because of lack of scientific proof of any such combination. Another, more recent, supposition claims that the lead combines with "cysteine sulfur" to produce a yellowish tinge. The gradual darkening may also be due to the formation of lead oxide. Since the final shade from both the sulfide and oxide is black, there is no legitimate ground for any claim to "restore the natural color—no matter what shade it was," as many hopeful but disappointed

# FIRE

users of these nostrums have learned to their cost and their genuine disgust.

## Objections to Use of Lead Dyes

There, in my opinion, lies the real basis for the objections to the use of lead dyes,—in the unaesthetic (meaning horrible) appearance of the hair. The professional reformers have raised their protests on the alleged absorption of lead through the skin, and a consequent development of cumulative lead poisoning. To challenge the reformers for evidence would be futile, but it is only reasonable to ask for definite clinical proof of the allegations and accusations that have been made against lead dyes. The "allegators" should be able to prove, for instance: (1) that dilute solutions of lead salts are actually absorbed through the scalp; and (2) that the quantity of metal so absorbed is sufficient to cause recognizable lead poisoning. Practically all the competent authorities on pharmacology and on industrial poisoning agree that unless the compound is accidentally taken in by mouth, there is little danger.<sup>1</sup>

## Silver Dyes Targets for Reformers

Lead dyes have certainly come in for plenty of misdirected fervor but silver dyes are equally conspicuous as targets for the reformers. These nostrums can also be easily recognized as clear, colorless solutions (silver nitrate) always in a dark bottle with a rubber stopper (if the manufacturer is clever). They usually smell strongly of ammonia; in general, the more ammonia, the lighter the shade produced. These dyes operate on the familiar principles that all silver salts darken on exposure to the light; and that silver and protein compounds combine readily, forming dark-brown to black stains. To hasten the action on the hair, many of the silver dyes are accompanied by a developer, either



In the last ten years nothing has been done to correct advertising claims made for metallic dyes.

sodium thiosulfate (a white salt—photographers' "hypo") or pyrogallol (brown liquid). The directions always specify a preliminary shampoo, to cleanse the hair of all dirt and grease.

The charge that has been leveled at the silver dyes is that silver nitrate "may be absorbed" and thus cause the condition known as *argyria*. This is a ghastly, indelible, grayish-blue discoloration of the entire skin and mucous membranes, as occasionally seen in the "Blue Man" in a circus. A bit of research, recently completed but not yet published, seems to reveal that certain cases reported in the medical literature (and therefore used as anchors by the rewriters!) were not argyria at all, but the familiar dark spotting of the skin which often follows any application of silver nitrate. As a cause of argyria, the indiscriminate internal use of argyrol and other silver-protein compounds as antiseptics is far more dangerous than the external use of silver hair dyes.

Occasionally, when regulations have been drawn up hastily by hysterical boards of health with the good

intention of protecting the public, silver dyes for the eyelashes have come under a ban. Once such a ruling is on the books, the reformers get their teeth into it, and worry it noisily in the face of the public. If they followed it up, they would find that the prohibition or restriction was later waived. When a silver dye is used carefully, it can serve as a rapid and effective means of darkening the eyebrows and eyelashes. The danger, if any, would be from a clumsy operator's spattering the liquid into the eye; and then it would be due to the ammonia, rather than to the silver nitrate.

Again, the principal objection to silver dyes lies in their dreadful effects on the hair. Since several of them are offered in varying concentrations, it is possible to produce some variation in shade during the first few applications, but the hair gradually darkens through reddish-brown and greenish hues to a mousy, grayish black, which often displays a metallic sheen or a gay iridescence. The plating which is deposited makes the hair as stiff and straight as wire; it is extremely difficult to remove,

and the hair assumes a hideous greenish cast during the process.

By far the worst dyes on the hair, though, oddly enough, we do not hear so much about them, are the copper dyes. These usually consist of some salt of copper (chloride, nitrate, or sulfate), to be used with a pyrogallol developer. They can be identified readily by the characteristic blue in two-bottle preparations (antiquated); or by the coffee-brown color and nutty odor of the one-bottle preparations.

#### Effects of Copper Dyes

It was long believed and taught that copper dyes only plate the hair on the outside, but microscopic examination reveals that (possibly because of the pyrogallol) the brown color is also inside the hair. One application produces a human shade, but few persons are content with it. Repeated applications make the hair blacker and blacker, and stiffer and stiffer, and finally dull and dusty like unshined stove polish. It does seem odd that, in the face of all the agitation against lead and silver dyes, so little has been said against copper dyes, which can be so ruinous to the color and texture of the hair. Moreover, the pyrogallol, being an organic compound, *actually may* be absorbed.

In the same class with these liquid copper dyes should be placed the powdered mixtures called "compound hennas." Since plain henna produces a frankly orange-red color, there is usually little of it in these compounds, and the familiar range "from golden blond to raven black" is produced by graduating the quantities of copper and iron salts. Variation may be produced in the early applications, it is true; but before long, unless the paste is applied most carefully, the hair darkens to the same dull, dusty black, and it may soon disintegrate completely. I have received letters containing black dust, in which only a greasy ring on the paper indicated that a lock of hair had been enclosed originally. Attempts to remove these dyes (possibly because of the pyrogallol) have usually been risky, and commonly result in breakage of the hair at the line of the last application.

Clearly, "Something Oughta Be Done" about all this, but what? We seem to need: first, some sound con-

sumer education on metallic dyes which will throw the emphasis on what they *do* rather than on what they are. Then, some informative labeling that—"This product contains a metallic salt; it is for external use only and should be applied exactly according to directions—" would let the public in on at least part of the secret and leave the responsibility to the users themselves. When and if the directions are correct and are followed correctly, any of these metallic dyes can be used for some period of time without damage, but they are usually difficult to apply successfully in the alleged "secrecy of the home."

#### Misleading Advertising Claims for Dyes

All these effects on the hair must be appreciated by anyone and everyone that uses these nostrums, but through ignorance and *laissez-faire*, nothing definite is done either about them or about the misleading advertising (both visible and audible) with which these metallic dyes are foisted on the gullible public. Here, as with certain other cosmetic preparations and treatments,—"the greatest harm lies not in their ingredients but in their advertising." Obviously, if they told the truth, the manufacturers could not do much with them. Reputable periodicals continue to carry these ads, evidently in contented ignorance of what these things do to the hair; and staunchly refusing to be told!

This conspiracy extends far from home, too. Our neighbors in England and on the continent do not like us to condemn these dyes because they are used even more widely over there, and someone might lose some business. They probably would, so what?—

I well remember being in Albert Hall in London one afternoon for a concert, seated behind an untidy-looking woman with a fascinating yet utterly repellent shade of hair. When she removed her hat, the nauseous odor of that hair—reminiscent of ancient eggs in a damp cellar—almost eclipsed the sound of the beautiful music. I wished fervently that she would go home, wash her hair, and then return to another seat. Quantities of metallic dyes are used abroad, yes; and too many of them still have those antiquated, foul-smelling sul-

fide developers which were long ago abandoned in this country.

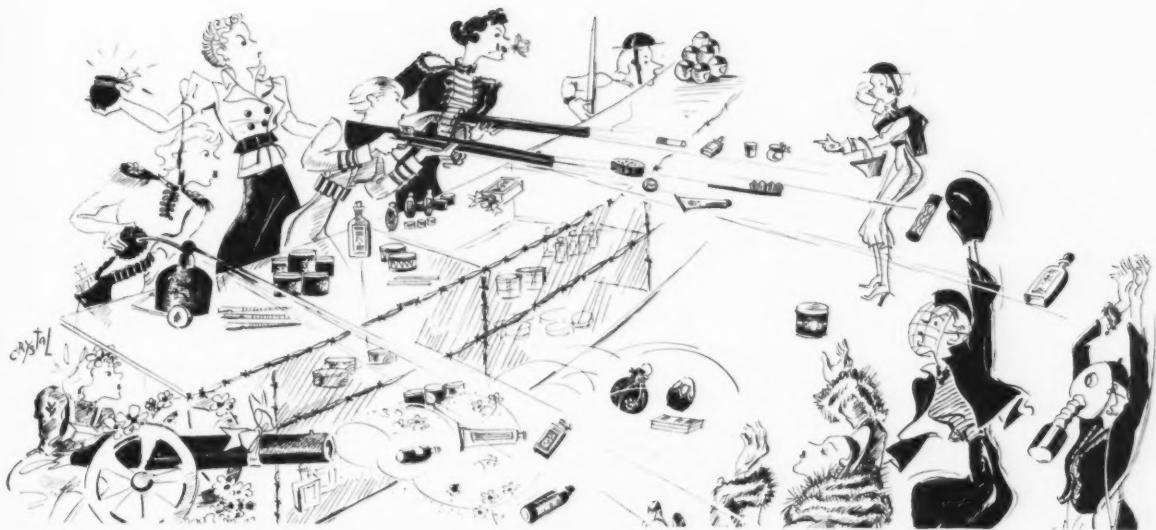
Any implied (albeit left-handed) defense of metallic dyes here, be it understood, is solely in the interests of scientific accuracy. I do not care for these dyes any more than the reformers do, but my objections are on the grounds of aesthetic effect, not of alleged toxicity of ingredients; and they are based on years of observation and experience, getting dyes of all kinds both on and off living human hair—not on arm-chair philosophizing and theoretical deductions.

It is too bad that so many manufacturers of other types of cosmetics are inclined to be slightly "sniffy" about hair dyes, because the legislators and other reformers do not recognize many fine points among—"substances used to cleanse, alter the appearance of, or promote the attractiveness of, the person." Those within the industry should do something constructive to bring all offenders into line, and especially to stop the rising tide of incompetent, but unrefuted, writing and rewriting about these metallic hair dyes. To neglect these points not only exposes a weak spot which may be difficult to defend some day; but it also keeps to pile up ammunition that those outside can use in future attacks on the industry as a whole.

<sup>1</sup> Of interest here is a decision rendered by Justice Steuer, to wit: that all the medical experts he heard on a certain case could not prove to his satisfaction either that the plaintiff was actually suffering from lead poisoning, or that, if she was, her trouble could have been caused by the external application of a hair dye based on 0.8% of lead acetate. (*Supreme Court Trial Term, Part IV*, May 4, 1934. The whole decision is worth a reading.)

#### Toiletries in South Africa

For a high grade line of cosmetics or an expensive pharmaceutical product the demand in South Africa is limited practically to the cities of Johannesburg, Cape Town and Durban, and possibly Port Elizabeth, East London and Pretoria. Bulawayo and Salisbury might also be included, but towns like Bethlehem, Dundee, Ermelo and Queenstown offer no outlets whatever. The number of outlets widens as the line becomes cheaper. The chemist shops are of the conservative British type and the leading wholesale channels try to keep the trade confined to these shops.



## Give the Public a Sporting Chance . . .

by RUTH HOOPER LARISSON, Cosmetic Consultant and Package Designer

THE toilet goods counter has always been the front row trenches and the firing line of the cosmetic industry. We all know the success of a product stands or falls at point of sale notwithstanding the fact that intrinsic value should be most responsible for repeat business. At the counter products roll up volume or drop by the wayside to be replaced with competing products. In the far distant past of some ten or fifteen years the battles waged were subtle and took place on the sales girls' side of the counter, leaving the public sublimely ignorant of the ensuing carnage. Today the firing line has grown so militant, belligerent would better describe it, that the public has become sadly involved in the fray. Casualties can be found almost any day at almost any counter and they are happening to noncombatant consumers! The trade wars between manufacturers are degenerating into what would appear to be war against the consumer.

Stop fighting the public. Stop ordering the consumer around. Stop dictating to women what they must buy and use. True salesmanship is most emphatically not dictation. Has the industry been infected with the virus of Europe's epidemic of dictator-consciousness? Manufacturers

are turning customers into enemies. Women are constantly complaining that they can't get what they ask for. They are most frequently shifted to some other product. Their resistance is generally low; they buy it under pressure only to feel disgruntled later. If they do insist on getting what they request they are smiled down upon by demonstrators and told in a superior manner that "something else" is far better, with the inference that they are just poor fools to dare have any personal preference contrary to what that particular sales-girl chooses to sell them on that particular day. When women get down on products it's bad. Bad for the product, bad for the company who makes it, and bad for the entire industry. And that's what is going on today to an alarming degree. If you don't believe me send a crew into the field to check up. Since the average woman is ignorant of the methods to use in demanding what she wants she is virtually licked before she begins. *Caveat emptor* is truer today in the cosmetic business than it ever has been in the past. But the poor consumer doesn't know *how* to beware.

My personal check up in New York City of this situation (it is obviously more serious here than in other cities) left me amazed and desirous

of getting a good half dozen demonstrators fired. But why blame the poor demonstrator? It's not her fault. It's your fault if you are the manufacturer and your fault if you are the retailer. Demonstrators take their orders from higher up. "Higher Up" selects this method of belligerent sales pressure as their idea of the way to approach the customer or, we might better say, attack the customer. I know all the excuses that are running through your mind as you read this and I realize the whole situation is fearfully complicated to the point where this is but a single angle albeit one of the most important because it involves the consumer. If it were a simple little situation it could be easily cleared up and would doubtless have been rectified long ago. But octopus-like it involves the far reaching ramifications of the entire industry. Nevertheless it can be unraveled.

### Manufacturers Should Confer on Program

When a group of leading manufacturers are ready to sit down together and find a few points on which they will and can all agree, and then plan and carry out a constructive program, something of lasting benefit to themselves, the retailer and the public will have been

accomplished. They will have begun the job that sooner or later will have to be done.

That is one angle. Now let's take a look at another angle, all of them dovetailing together even though they may seem quite separate at first glance. Heads were sadly shaken over the lack of success of the Perfume and Cosmetic Buyers Conference at the Hotel Commodore this past September. It is true that many visitors were kept away by insufficient hotel accommodations due to the Legion's rollicking seizure of the town. But the true success or failure of that conference does not lie entirely on the surface. Maybe "there's gold in them thar hills" after all! But who is going to dig for it? A number of points were brought to light during the Conference which might be profitably mulled over and applied by the industry.

#### **Problems Confronting Store Buyers**

After crossing my heart that I'd not mention a single name, buyers opened up and talked quite freely about some of their problems, their methods, their opinions and so on. The point which amazed me most was the kaleidoscopic picture which all these interviews formed. Yet each buyer seemed to think that every other buyer's problems were pretty much like his own although they actually said nothing to substantiate this attitude. Each buyer really approaches his own problems from his own individual point of view according to his own store and his own town. For instance, stores with demonstrators are sold on demonstrators in most instances. Stores without them are sold on getting along advantageously without them. The store with a price fixing policy thinks it is the only sane attitude and the store without a fixed price policy is equally convinced of the virtue of its stand.

We've already mentioned how hard it is to bring manufacturers together to the point where they'll agree on certain fundamentals. Now we see it's just as hard to bring buyers' opinions together. We must look for a missing link. The unifier. We must find, first, a common denominator on which all sides can agree and with that as a starting point begin the work of creating unity and solidarity in a harum-scarum industry.

Since the locality, personnel, clients, and esprit of each store is so different, it would seem essential for manufacturers to gear their set-up so it will be sufficiently flexible to fit into this diversity of theories of merchandising in such a way that it won't let the public down, nor be unfair to other stores or even to other manufacturers. (That last point is where the trouble really starts). What I have just said doesn't sound new. You probably think that you are operating that way now. But it is far from the facts in most cases. And the proof of the pudding is still in the eating. I refer you again to the slaughter of the public at cosmetic counters. You think you are selling them toilet goods but you're making enemies faster than friends. To call it high price business would be expressing it mildly.

Now here's another angle of this complicated affair. There has always been grumbling on the part of some manufacturers that the little fellows in the industry want the big ones to pull the chestnuts out of the fire for them. And to some extent the big ones have done just that. But there surely could be some cooperation between the big and little fellows. There could be found a common denominator which would start building unification. Sooner or later such cooperation will have to begin, particularly if the public gets completely enraged and with the aid of the government starts a serious counter-attack of their own. Such a move of cooperation on the part of manufacturers should not be built on their common fears but out of their clear vision of the best future for all concerned.

#### **Co-Operation for Buyers' Conference**

Now a glance back at the Buyers' Conference where this lack of cooperation among manufacturers was glaringly apparent. If more companies exhibited, more buyers would consider it worth their while to attend. Then, when more buyers attended more companies would find it profitable to exhibit. But somebody has to start the ball rolling. There's plenty to be critically said about the former conferences but there isn't one point which can be criticized which couldn't be rectified by the right people's cooperation.

Another point: A group of buyers are anxious to have a real honest to goodness buyers' association with just toilet goods buyers belonging and nothing else discussed at their meetings. This organization would then operate during the year and pull for the Conference in the Autumn. They say they are dependent upon the "big buyers" to sponsor and encourage such an association if it is to be a success. There's your parallel to the big and little manufacturers situation. These buyers feel the need of this association and point to other similar organizations for buyers of other departments which have proved most helpful and constructive. If encouragement came from toilet goods manufacturers directed to the "big buyers" and concerted cooperation offered by the industry to service this association in whatever way it could, a definite step towards unification and solidarity could be taken at once. Such a group would be of inestimable value to the square shooting manufacturer. Some of the buyers frankly told me that they consider there was too much running of the industry by a few big companies. Paralleling that, manufacturers have complained to me that a few and sometimes a single store will set the pace for so many other stores that it cramps the manufacturer's style.

One significant point made during the conference was the dislike of many buyers to having the exhibitions of the show so public. They cited other shows which are considered very successful year after year where the manufacturers take separate rooms on a hotel floor and the buyers can visit the exhibits with some feeling of privacy and as they term it, without being spied upon. They've got something on the ball, there, no doubt. Some of the buyers also feel that other buyers would look more kindly upon the show if it were conducted in this way. Many of them feel it is very helpful and a time and money saver particularly for the buyers who come from a distance and who get to New York but rarely. Such buyers have so much ground to cover that they generally only see and visit half the places on their lists. Some buyers, on the other hand, don't care one way or the other about a show at all. They are

*(Continued on page 81)*

## by MAISON G. deNAVARRE

■ **DRENE SHAMPOO** Some people won't take *no* for an answer. Once and for all, most of you interested in making this type of shampoo (*completely soapless*) had better forget it for a while. At least until some new materials become available. The foaming, cleansing and wetting agents available to date are either tied up by some manufacturer, or the stuff has no use in shampoo because it won't dissolve to the extent needed. As you know, you have to have in the vicinity of 15 to 30% wetting agent in your product to make it useful as shampoo. The usual wetting agents don't dissolve in these amounts in water or hydroalcoholic mixtures. One or two good materials are still available but on conditions that small manufacturers cannot meet. So, live in hope for new materials.

■ **SUN-TAN** This is the time to get your 1938 summer sun-tan products in shape for presentation. You cannot do it wisely if you don't get a copy of the Sun-Tan Bulletin, given free to readers of the *American Perfumer*. If your product is an emulsified mucillagenous type, you will do well to also ask for the Preservatives and Antiseptics Bulletin. Each gives you helpful advice on formulation, sources of materials, comparison of materials, along with countless other facts, each under one cover. And they are *free*. Just write in and ask for them.

■ **TESTING pH** Many manufacturers are interested in determining the pH of their products at some time or other, but oftentimes do not know of an easy inexpensive way. Litmus paper is far too varying in its sensitivity. Phenolphthalein works at pHs higher than 8 only. In addition, most indicators are not so satisfactory in highly buffered mixtures. But now, one supplier offers indicator strips in boxes of 200. Each set covers a range of two or more units. Simply insert the strip into the product to be tested, and determine the color on the paper strip

which matches the indicator. Nothing more to it.

■ **DEODORANT CREAMS** Some formula for deodorant creams utilizing self emulsifiers and oxyquinaline salts in a vanishing cream type of product, are finding their way to manufacturers. Quite often the manufacturer notices that the cream turns a dirty green color in time. That is due to an incompatibility between iron and oxyquinaline. Such creams cannot be made in your ordinary equipment. You are apt to get a trace of iron into your product, and

in due time—as long as it takes the iron to go into solution giving iron ions—you get the discoloration.

■ **CASTOR OIL** Who hasn't tried to dissolve castor oil in mineral oil, or *vice versa*? They don't mix! Not even a little! But along comes an *old country* fellow who does it this way: mix potassium bicarbonate with your castor oil, heat the mixture under vacuum up to 230 to 280° C. and the castor oil will now mix with mineral oil. This feller's name is Miklós Jáki, and he has patented his idea in Hungary.

■ **GLYCOL ESTERS** A whole new series of propylene glycol esters has recently been made available. Among them are the laurate, oleate and stearate. Others will probably be made too. Glycol esters like the glycerides, are emulsifying agents.

## NEW PRODUCTS AND PROCESSES

*Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal. Further information regarding any of the items mentioned will be sent on request.*

### New "All-Purpose" Filler

A new addition to the line of volumetric fillers manufactured by the Triangle Package Machinery Co., Chicago, has just been announced. It is claimed by the manufacturer that this new filler will eventually prove the most popular on the market for the following reasons: Unusual range,  $\frac{1}{4}$  oz. to 24 ozs. per discharge; great flexibility and instant adjustment for different amounts; extreme simplicity in design; only one measuring cup that is fully adjustable, and lowest priced power operated filler.

### New Plastic Materials

E. I. Du Pont de Nemours and Co., Wilmington, Del., which recently introduced "Lucite"—a plastic which has characteristics resembling natural quartz crystals—point that the material lends itself to carving by

machinery or to ornamentation by molding.

### Nasal Fluid in Kimble Vials

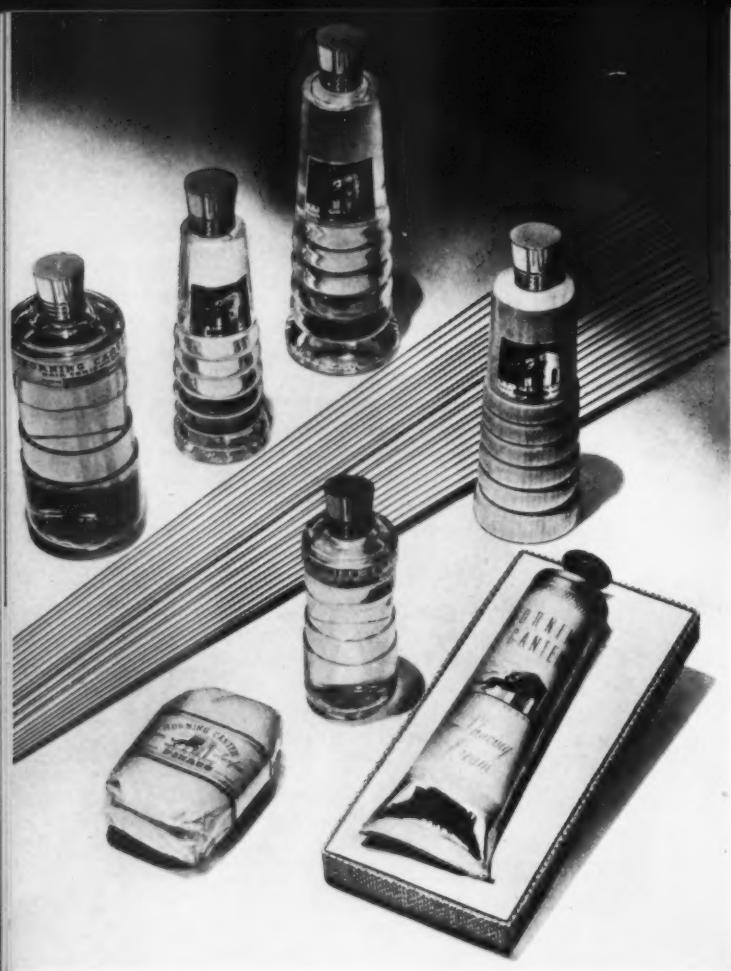
Levering Laboratories of St. Louis, Mo., have given the cold-and-sinus-suffering public an ingenious new pocket nasal vaporizer. Standard



flashlight batteries furnish the vaporizing heat which volatilizes the nasal fluid furnished in a patent-lip glass vial made by Kimble Glass Co., Vineland, N. J.

### Aqueous Germicide

An aqueous germicide, which has a phenol coefficient when diluted 1 to 80 of 6.0 against *E. typhi* is 1.7 to *Staphylococcus aureus*, which can be supplied in either alkaline or acid mediums to be incorporated in the manufacturing of pharmaceutical and cosmetic products is offered by the Kovam Co., New York, N. Y.



#### SPECIAL RECOGNITION

"Morning Canter" is Pinaud's de luxe men's line, and is packaged in truly de luxe style. This family of packages is of modernistic design and very smart with caps of brilliant brass. A particularly novel package is the talc container, made of highly polished hickory.

**1 . . . PATOU:** The newest perfume from this house comes in a tall graceful container with an interesting flower-like brass cap. The label, bearing the name of the odor "Colony", as well as the name of the company, is in the form of a tag tied around the neck of the bottle with green cord. The box cover, which simulates a package to be shipped across the seas, is covered with beige basket-weave straw fabric and tied with green straw ribbon.

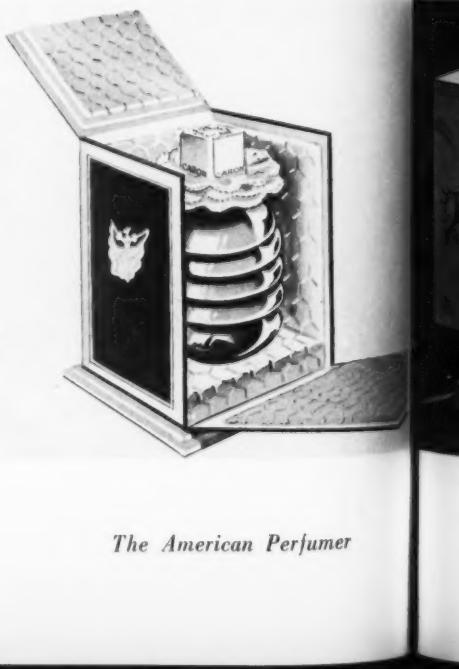
**2 . . . CARON:** "French Cancan" is a new perfume creation packaged in gay and charming style. The tiered flacon has a collar of frilled lace and is topped with a square white cap of molded material. The box is an attractive combination of beige, white and silver, and is lined with white quilted felt.

## NEW PACKAGES

by MARY LEE GOODMAN



2



**3 . . JEURELLE:** This is an intriguing package for the gift season. It is a bath cologne with water-softening properties packaged to simulate champagne, and the company claims it gives all the spiritual exhilaration of that liquid. The bottle carefully follows the style of a champagne package, with gold cord and wax labels, and is enclosed in a wicker wine hamper packed with golden cellophane straw.

**4 . . RALLET:** "Le Succes de Rallet" is a smart new odor characteristic of the company's line. Attractively packaged in a finely cut crystal container. The box cover has an interesting design of jumping deer.

**5 . . MATCHABELLI:** "Infanta" is a grand new odor just introduced with great ceremony. It is packaged in a new round crown container of clear crystal, and sits in regal style on a pillow of royal blue velvet. The box is bright gold with blue edge.

**6 . . LENTHERIC:** Here is an attractive twin set of frosted crystal jars for bathroom or dressing table. One for powder, contains a large pastel swansdown puff, while the other is filled with "Bath Torpedoes", bath crystals in finely granulated form. These are wrapped in multi-colored cellophane and are scented with "Tweed" fragrance. The silver bands around the jars are imprinted in black.

**7 . . WEIL:** This company has created a new perfume odor to be worn "only with black". It is called "Noir", and reflects the influence of clothes upon the choice for perfumes. The odor is a delicate oriental fragrance, and comes in a jet black flacon. The label is of gold sealing wax and holds in place the blue ribbon which encircles the neck. The box is covered with striped satin and the inside cover is padded and tufted with tiny black beads.

**8 . . ROGER & GALLET:** "Fugue" is an enticing new perfume effectively packaged in a charming deeply cut crystal flacon with simple gold label. It is encased in a hinge-cover box of natural colored wood paper with an attractive modern design in gold and white on cover.



3



5



7



4



6

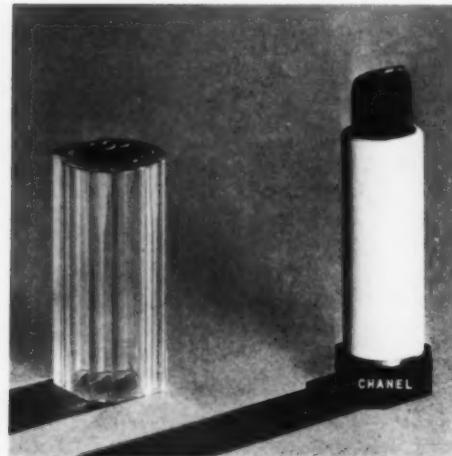


8



9

**9 . . ELMO:** This company is featuring a smart new double compact of modern gold and black finish. It is equipped with a metal mirror, and the loose powder compartment has a tight catch to prevent leakage.



10

**10 . . CHANEL:** A smart and practical container has been adopted by this concern for its lipsticks. The swivel case is of black and white catalin with a transparent catalin cover which looks like glass but has the advantage of being non-breakable.

**11 . . CHARLES OF THE RITZ:** An unusual package treatment is afforded "Spur", this company's refreshing new eau de cologne. It comes in a smart oval bottle ridged on both sides and the black lettering on the front appears to be engraved directly in the glass. The bottle has a spherical gold metal cap and is encased in a transparent container of cellulose acetate. The company is also featuring a new lipstick color "Cinnamon" to harmonize with clothes in the leading winter shades. It comes in the regular Charles of the Ritz case of pale rose and silver, and is also available in black and white, black and gold and white and gold.



11



12

**12 . . WILDROOT CO.:** The popular "Wildroot" hair tonic now goes to market in an entirely new dress as well as new formula. The company claims that this new preparation will keep the hair in a state of healthy growth, remove dandruff and keep it well groomed. It is offered in three sizes in attractive modern containers. Bottles by Owens-Illinois Glass Co.



13

**13 . . RUBINSTEIN:** A particularly fitting item for the gift season is this smart evening bag, available in many luxurious fabrics to complement evening clothes. It is lined with beige satin, and outfitted with matching lipstick and compact, flacon of perfume, tiny pocket flashlight, mirror and comb, and pockets provide room for miscellaneous items.



14

**14 . . LESQUENDIEU:** "Safari" is a delightful new perfume in the floral family. It is attractively packaged in a crystal flacon with glass stopper, and is encased in a smart white and gold box. The tassel is of white silk cord, and the lettering is in gold.

15 . .  
bath  
colog  
pow  
is pa  
with  
label  
shin

18 . .  
set,  
these  
year.  
crea  
knit  
ing

19 . .  
lates  
It is  
with  
is me  
band  
packa

15 . . PRIMROSE HOUSE: The "Chiffon" bath set includes the company's new eau de cologne, a large cake of bath soap and bath powder with shaker top and puff. The cologne is packaged in a handsome shaker top bottle with black and silver cap and cellophane label. Both the bath powder and box are of shining copper-gold with pink lettering.

15



16 . . VIGNY: These charming little bottles have been adopted for the dram containers of its two popular odors. The "Golli Wogg" has a gold metal label and black molded cap, and is enclosed in a striking little black and gold box. The "Heure Intime" has a silver label and blue cap, and this same color combination is carried out in its box. Distributed by Al. Rosenfeld Inc.

16



17 . . MATCHABELLI: The latest version of the three-crown set is dressed for Christmas with a silver jingle bell, red ribbon and holly. The bell fits over the little bottles and becomes a novel holiday item. The name and trade mark of the company are engraved in red on the bell.

17



18 . . ARDEN: Here is a particularly timely set, for women are more "hand-conscious" these wintery days than any other time of the year. The set consists of a tube of hand cream, and a pair of soft pink gloves with a knitted cuff. These gloves worn while sleeping will prevent the cream from rubbing off.

19 . . REVILLON: "Carnet de Bal" is the latest addition to this company's perfume line. It is packaged in a heavy crystal container with inverted base. The Revillon trade mark is molded on top of the glass stopper, and a band of gold tinsel encircles the neck. The package is enclosed in the familiar Revillon drop-front box.



19



Above: Hungarian Peasants Cooking Over an Open Fire.

Left: Cultivated Field of Roman Chamomile Flowers.

Below: Chamomile Flowers Also Grow Wild.



# Hungarian Essential Oils

WHILE the Roman chamomile (*Anthemis nobilis L.*) is cultivated primarily in Belgium and to a limited extent also in England, Northern France and a few other countries, the so-called "German" chamomile (*Matricaria chamomilla L.*), a related asteraceous herb, grows wild in most countries of central Europe—in Germany for instance, and especially in Hungary which supplies the major part of the world's demand. Germany is probably the most important consumer of *Matricaria chamomilla* flowers; her own production, however, (35,000 kilos in 1934) is far from sufficient to cover her requirements for chamomile infusions and teas (approximately 250,000 kilos of flowers per year) and her requirements for the distillation of essential oil. Neighboring Hungary, therefore, provides a convenient source of supply. In 1934<sup>13</sup>, for example, she exported to Germany about 328,000 kilos of flowers.

Generally speaking, the world consumption of chamomile flowers amounts to approximately 150 railroad cars, which quantity comes mostly from the Great Hungarian Plains, the major portion (60 to 80, sometimes even 100 to 120 cars) from present day Hungary and the remainder from those sections of the Hungarian Plains annexed in the Trianon Peace Treaty to Rumania and Yugoslavia. During the last few years Russia, too, has brought chamomile flowers to the world market but, so far, the quality of their product has been inferior.

## Grows Abundantly On Great Hungarian Plains

*Matricaria chamomilla* is found in all parts of Hungary. It grows most abundantly, however, and almost exclusively in great patches in the heavy, clayish soda soil (Szik or Szek soil) of the Hungarian Plains where the depleted and almost barren condition of the

**DR. ERNEST GUENTHER**, Chief Research Chemist of Fritzsche Brothers, Inc., New York, discusses *Matricaria Chamomilla*—Hungary's most Important Medicinal Plant. How flowers are distilled. Wider uses for this Oil indicated.

soil offers little support for other species of plant. In these areas the plants are of almost uniform size, about 9" high. Chamomile grows also on farm land and in grain fields around houses, alongside of roads, and elsewhere. Such plants are distinguished by their greater height and larger flower heads.

*Matricaria chamomilla* blooms from the end of April to the end of May. Growing in the poorest sections of the country, its gathering represents a considerable source of income to a great number of the impoverished people in those parts of Hungary. The chamomile grown on farm land is gathered by hand, thus permitting removal of flowers without the stem. However, in those areas where chamomile grows in large patches, it is collected by shovels with a comb-like attachment in front. Using these devices the flowers are gathered carefully and with as little stem material, dirt, impurities and other foreign substances as possible. The flowers thus harvested are spread on sheets, then bundled up and carried home in the evening. A worker may gather with a "comb-shovel" about 50 to 100 kilos daily; by hand, only about 8 to 10 kilos of fresh flowers. The freshly harvested flowers are sifted in a suspended sieve (mesh-diameter about 7 to 11 mm.) in order to separate the flower heads from the flowers with stems, and also from weeds and grasses. The flowers thus cleaned are spread out subsequently on the floor in a layer  $\frac{1}{2}$ " thick, or dried artificially in hot air dryers. While drying on the floor, the material must not be turned over with a shovel because this would damage the delicate flowers. Five kilos of fresh flowers

yield one kilo of air-dried chamomiles. These are sifted once more and finally packed into boxes or sacks.

## Exported and Marketed Under Government Control

*Matricaria chamomilla* is Hungary's most important medicinal plant. It is exported and marketed in six qualities and, like all Hungarian medicinal plants, is under strict government control. The "Extra" quality is assorted by hand and is distinguished by a label bearing the Hungarian national colors; its price is three times that of other qualities. Type V is the so-called "bath-chamomile" used chiefly for bathing and the washing of wounds and abrasions. These flowers have long stems and remain in the sieve when sifting the dried flowers. Type VI consists of the sifted-out "chamomile dust." Both Types V and VI are used for technical purposes.<sup>14</sup>

In 1935, about 631,000 kilos of chamomile flowers and 128,000 kilos of "chamomile dust" were exported from Hungary.

## Uses of *Matricaria Chamomilla*

*Matricaria chamomilla* is official in the Pharmacopoeias of many countries. In the form of infusions it serves internally as a stomachic tonic, as a carminative, mildly purgative, antispasmodic and diaphoretic agent. Externally it is employed in the form of wet applications against pains and cramps as an anodyne, emollient agent. Popular belief greatly favors warm chamomile bags as the universal remedy. In gen-

eral, chamomiles act very beneficially against all kinds of inflammation. Chamomile flour or "dust" is used also in cosmetic preparations, especially hair tonics, hair oils, shampoo powders and soaps for the "fair-haired" or blond types.

### Essential Oil of Matricaria Chamomilla

The essential oil of Matricaria chamomilla is a deep-blue, rather thick and viscous fluid at normal temperature. On standing exposed to air, its color turns green and later brown. P. Rom<sup>15</sup> indicates the following yield of essential oil as obtained by the D. A. B. 6 method from Hungarian chamomile flowers:

- 1.) From inferior, badly dried flowers: 0.35 to 0.38%  
2.) From medium and good quality flowers: 0.41 to 0.84%

H. Kaiser, K. Eggensperger and H. Bärmann<sup>16</sup> indicate an essential oil yield of 0.6 to 0.67% for German chamomile flowers and 0.3 to 0.35% for Hungarian flowers.

M. Bergmann<sup>17</sup>, modifying the method of the D. A. B. 6, gives a yield of 0.72 to 0.78% for German and 0.38 to 0.63% for Hungarian flower material.

F. Gstirner<sup>18</sup>, further improving the method of determining the essential oil content of chamomile flowers as suggested by the D. A. B. 6, claims that pulverized flower material yields more oil than whole flowers.

W. Liebisch<sup>19</sup> indicates for:

	Essential Oil
Yugoslavian flowers:	0.39 to 0.56%
Hungarian flowers:	0.43 to 0.54%
Belgian flowers:	0.79%
German flowers:	0.70 to 1.05%

### Distillation of Chamomile Flowers

On a large technical scale, chamomile flowers are distilled in stills of several thousand liters capacity. Either the whole flower (inferior and consequently of cheaper quality) or "chamomile dust," since the former is still too expensive, is used as distillation raw material. The "dust," however, cannot be distilled by direct steam alone, because it tends to bake together thus permitting the steam to pass through the mass without becoming fully charged with oil. It is necessary, therefore, either to mix the "chamomile dust" with substances which prevent its caking or to charge the still with thin, alternate layers of

flower material and straw, for instance. The best loosening material is the so-called "bath chamomile" which has a thicker and longer stem. It is employed in the same manner as straw. Or the "chamomile dust" may be distilled after it has been mixed thoroughly with whole chamomile flowers. This latter, according to various reports, is the most satisfactory method of all.

Because oil of chamomile consists chiefly of higher boiling constituents, steam of 7 atm. pressure is employed. Distillation of one batch lasts seven to thirteen hours. From time to time it is advisable to allow the cooling water to become warm in the condenser so that the oil solidified and deposited in the coils of the condenser may be driven out. Since oil of chamomile is comparatively soluble in water, about 27% of the oil is dissolved in the distillation water ("water oil") and must be recovered. For the distillation of one kilo of oil of chamomile ("direct oil") from whole flowers, 1500 to 1600 kilos of steam of about 7 atm. pressure are necessary. For the distillation of three parts of whole flowers mixed with two parts

of "dust," about 2120 kilos of steam are required per kilo of oil.<sup>20</sup>

The oil obtained from "chamomile dust" has a considerably higher congealing point (around +22° C.) than oil from the whole flowers (around +3° C.). The latter is more fluid while the former, because of its high paraffin content, is more viscous. The paraffin is deposited in the coils of the condenser as a dark, greasy mass charged with crystals. It can be removed from the condenser only with difficulty and not without loss. Large scale industrial distillation yields from about 0.2 to 0.5% of oil, the average being about 0.3%.

(To Be Continued)

<sup>13</sup> W. Liebisch, *Chem. Industrie* 57 (1934), 762.

<sup>14</sup> See also "The Standardization of Hungarian Chamomile Flowers for Commercial Purposes" by W. Himmelbaur—Vienna; *Pharm. Monatshefte*, 1934.

<sup>15</sup> *Pharm. Monatshefte*, 1933.

<sup>16</sup> *Süddeutsche Apotheker-Ztg.*, 1928, No. 37.

<sup>17</sup> *Pharm. Zentralbl.* 71 (1930), 785.

<sup>18</sup> *Apotheker-Ztg.* 48 (1933), No. 70.

<sup>19</sup> loc. cit.

<sup>20</sup> E. Karpati: "Beiträge zur Gewinnung des Kamillenöls"; *Riechstoff Industrie*, 1926, No. 7/8.

## ABSTRACTS FROM FOREIGN JOURNALS

**Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.**

The concluding chapter of the "Course of Cosmetics," by Frank Sedgwick reviews manicure and sunburn preparations. (*S. P. C.*, March, 1937, p. 227.) Composition of both types of preparations are given. Freedom from water in making nail enamel is noted. Trisodium phosphate is suggested as an ingredient of cuticle removers. Three types of sunburn preparations are mentioned. Composition of these varies with the type.

Godbole and Sriwastava conclude that the presence of magnesium chloride in commercial salt, is not responsible for sweating in settled to-

let soap. The magnesium chloride cannot remain as such, but must be changed into magnesium soaps, which go over with the main body of soap. *The Indian Soap Journal*, 3, 145, 1936.



Terpeneless oils are produced by a new method described by vanDijck and Ruys, in the *P. E. O. R.*, 28, p. 91, 1937. The method utilizes pentane and alcohol as extractive mediums. This two solvent process is covered by patents in most countries. It is expected that the alcohols of citronella oil will be separated in this way.



A. Lendle studies sunburn and suntan after the exposition of skin to sun rays, in *Pharm. Ztg.*, 81, 903, 1936. The author discovers the phenomena preventing the sunburning action and proposes a formula for a special cream for protecting the skin against burning sun rays. (*thru Parf. Moderne.*)

# THE AMERICAN PERFUMER • COSMETICS • TOILET PREPARATIONS

WM. LAMBERT, Editor

MARY L. GOODMAN, Assistant Editor

HARLAND J. WRIGHT, Publisher

## AN ERROR OF THE U.S.P.

**The United States Pharmacopoeia which is supposed to protect the consumer against adulteration, is actually forcing sophistication of floral waters through a requirement, which cannot possibly be met in the production of these products. It is urgent that the Revision Committee correct this standard by an interim revision so that the trade may label these products correctly and consumers be protected against those who are not too scrupulous in their labeling practices.**

THE United States Pharmacopoeia in the standards which it sets for various floral waters, prescribes that upon evaporation not more than .001 per cent of insoluble residue remain. This applies to all of the floral waters of the Pharmacopoeia including the important rose and lavender waters which find constant use in pharmacy as well as in the perfume and cosmetic industry. It has been found that the usual methods of manufacturing these floral waters will not permit of so small a percentage of insoluble residue with the result that importations of pure floral waters originating with the best and most reliable producers in France have been checked by the Customs authorities as not up to U.S.P. standards. Perhaps some parcels from not so reliable sources have already come in, "fixed" by their manufacturers to conform to this standard.

One of the purposes of the Pharmacopoeia is to protect the consuming industries and the ultimate consuming public from the adulteration and sophistication or imitation of true natural products. The present standard for these particular products goes directly counter to this purpose in prescribing a standard which not only does not protect the consumer but actually forces adulteration, imitation or sophistication if the products are to be entered or sold under a straight U.S.P. label without a qualifying phrase.

Hence we find the anomaly of houses of high repute and with the finest reputations for honorable dealing labeling their floral waters "U.S.P.", excepting that the percentage of insoluble residue is greater than .001 per cent" while unscrupulous or misinformed competitors are selling a "fixed" product as straight U.S.P. It is a situation in which the U.S.P. label works in exact reverse. Evidently, it is due to an error on the part of the Revision Committee, for best informed chemists and producers state that the ultimate limit of insoluble residue

in true floral waters as produced abroad cannot be lower than .004.

Fortunately, the Revision Committee under its present rules is empowered to alter standards and to issue interim revisions to correct obvious errors to keep up with the advances of science. It is not necessary to await the Twelfth Decennial Revision to accomplish a change or correction. We urge that the Revision Committee take steps immediately to amend this false standard before more damage is done. Manufacturers of perfumes and cosmetics are entitled to a true standard which accurately describes such of their materials as are covered by the U.S.P. They should be even more interested in the subject than are the importers of raw materials and should join heartily in any effort which may be made to bring about revision of these sections. After all, they are the ones who have the most at stake in the correct labeling and in the standards of purity of their raw materials.

\* \* \*

## ADDING TO DISTRIBUTION COSTS

**The attitude of many stores toward the holiday trade and their purchasing methods has again emphasized the fact that in many instances manufacturers are carrying practically all of the load of retail distribution in addition to their own troubles. Too long a continuation of this attitude will still further advance distribution costs which are already high enough in this industry.**

**C**OMPLAINT regarding the Christmas trade has been frequent among manufacturers during October and November. Some little gain was in evidence toward the close of the latter month but on the whole, the size of orders from department stores and chains has been disappointing in spite of indications of a really fine retail season. This is not in general the fault of the cosmetic buyers. They have been in many cases anxious to place substantial orders sensing that excellent business would be done. But they in turn have received instructions to keep themselves thoroughly liquid, to buy only such goods as were absolutely required, and to curtail their holiday preparations, even, in some cases, to the point of cancelling or reducing orders already placed.

No one can blame the store owner or high executive for pursuing a cautious policy. At the same time, it is evident that undue and unwarranted caution has been the rule in many retail outlets during the holiday buying season. The size of orders placed has not been anything like what may be even conservatively expected in holiday retail business. Even where substantial business has been placed, it has come so late as unduly to tax the facilities of manufacturers. Yet it is as certain as

thing can be that these same retail outlets will be clamoring for rush and even airplane deliveries when they find out just what the holiday trade in its final spurt amounts to.

The stores have been criticized before for many of the demands which they make upon the manufacturer. And the manufacturers have been criticized for acceding too readily to these unfair demands. Even normal merchandising of toilet preparations through the stores is inordinately expensive because of the numerous store services which the manufacturer is called upon to furnish at his own expense. How much is added to these inordinate costs by the buying policies of the retail outlets just at this time cannot be composed. It is certain, however, that forcing the manufacturer to take all the risks, to virtually act as retail store warehouses, and to be put to the necessity of straining every facility at his command at the last moment, will add measureably to the costs of distribution.

What are these stores about anyway? Do they wish to kill the goose that has laid and will lay many a golden Christmas egg if she is given half a chance to do it? Just how much distribution cost will toiletries stand, burdened as they already are with taxation and undue payments for retail services? It is clearly impossible to continue all these things and hold the bag for the retailer at the same time.

Nothing can be done right now about a refusal to purchase or to stock adequately. But a great deal can be done in the future in the way of utilizing the heavy burden which stores impose on the toiletries business

to force adequate purchasing and stocking. All that is required is a certain amount of firmness on the part of leading manufacturers. It is hoped that they will soon begin to display some of that backbone. It has been too long lacking in their dealings with those who they expect to be "good customers", but who turn out to be very poor customers indeed if profits are taken as a measuring stick.

\* \* \*

### ON THE IMPORTANCE OF HOLIDAYS

THE value of the Holiday Season goes far beyond the fine business which many of us will do and the fine profit which many of us will make as its incidental result. But to realize that value, we must, perhaps, forget for the moment the cares of that fine business and the percentage of profit to look at more fundamental considerations.

A week or so ago, the papers carried pictures of a husky New York policeman, who, paint brush in hand, was touching up worn toys to be distributed to poor children. Neither he nor those who made this trifling charity possible saw any cash profit in the work. Nor will any of us, whose generous impulses will surely take possession of our pocketbooks from now until December Twenty-fifth, have our minds on personal gains from our own modest contributions to the Holiday Spirit.

That is why Christmas continues. It is, perhaps, why America continues. It is why, regardless of our personal fortunes, we shall continue to wish each other A Merry Christmas and A Happy New Year.



#### UNITED WE STAND

A not unexpected corollary of agreements between department stores and labor unions, with their concomitant wage adjustments, is the quickening interest in split demonstrations. Many department store demonstrations have been struggling along on the crumbling edge anyway, and the additional burden of a few dollars a week would have totally eliminated them, except for the possibility of mutual sustenance.

There was a time when split dem-

onstrations were a thing abhorred by store and manufacturer alike. They were resorted to only when there just wasn't the remotest possibility of a complete demonstration being successful, and the manufacturer saw no way to any business at all without some sort of subsidy. In actual practice nobody was very happy over a split demonstration. The cream line thought the girl was devoting too much time to the perfume line; the perfume line was convinced that the cream line was monopolizing the

demonstration, and the girl, caught between two fires, was in peril of her job all the time.

The thing that may make split demonstrations successful under the present setup is the elimination of a factor that tended toward trouble in the former. And that is that today no manufacturer is quite so eager to assume the full demonstration himself. "We can go along nicely, thank you, on eleven dollars a week, but we'd have to see a lot more business in sight than we can now to justify our paying that store twenty-two."

So the perfume manufacturer goes along with his half, quietly hoping that the girl will devote the lion's share of her time to his line, and the cream manufacturer gives away items in his line so that his volume will be big, and the girl is so glad to have the combination job that she got when the lines were combined and the other girl let out that she sings merrily at her work and works her head off on both lines. Or so we, idealist that we are, assume.

# IMPROVING PRODUCTION

By RALPH H. AUCH, A. B., Ch. E.

## RECORDING THERMOMETERS

There are a number of desirable applications for recording thermometers in cosmetic work yet rarely have they been observed. Suggestive of good places to use them are: the stearic acid melting kettle whether used for facial or shaving creams, the cold soap crutcher, the wax melting kettle for greasy base creams, the agitator kettle for tooth paste glycerite of starch and the delivery line of any finished product filled warm or hot.

The paper discs bearing the charts may then be submitted to the manager or the laboratory daily. Aside from the intrinsic value of carefully controlled temperatures in the various processes is the psychological effect making for greater care in manufacture.

Incidentally the best recording thermometers should be checked for accuracy at regular intervals. A thermometer recording too high or too low might prove worse than none.

## CLARIFYING SHAMPOO

Many have been the ways advanced to clarify liquid soap shampoos and to keep them clear. They are both mechanical and chemical. The most satisfactory handling procedure is to provide vertical settling tanks with a series of draw-off cocks spaced at about six inch intervals and starting at the bottom. Their number will vary with the height of the tank. Thus it is unnecessary to wait until the tank is completely settled by drawing off and filtering from an upper cock. At best, a large storage capacity per volume of output is required.

Chilling also has its advocates and on many formulations it is entirely satisfactory. This method is costly to install for short time chilling is valueless so makeshift arrangements won't do. The liquid should be held

at low temperatures at least overnight or better 48 hours, then filtered cold, which requires refrigeration equipment.

The chemical additions that have been made are many but none has been observed in the literature that works. Apparently ingredients to retard rancidity, lower the freezing point and retard cloudiness and sediment formation have all become confused.

The object of course is either to mechanically remove the traces of soda soaps and the potash soaps of the higher fatty acids or to chemically form complex soluble salts. An entirely workable method to insure bright, stable shampoo is to settle the solution, filter it bright then add sufficient sodium pyrophosphate to maintain clarity.

The quantity of this salt required will be found by experiment to vary from about one-half to three percent. The amount necessary will be dependent on the mixture of oils saponified, the thoroughness of saponification and of filtration, and the final concentration of anhydrous soap.

## THOROUGHNESS

This industry is frequently referred to as lacking thoroughness in its research—that it is quick to capitalize the work and new developments of the other fellow but slow to prosecute work on its own initiative. Maybe so! Maybe so!

However there have been in recent years some classic pieces of work done which stand on their own: tooth preparation abrasives, antiseptics and germicides for mouth wash use, to mention a few merely by way of reminders.

Almost twenty years ago in under-arm deodorant research we became convinced that the atomic weight of aluminum was too high. Our best data was gathered together and several universities were approached in

an endeavor to get them to undertake confirmatory work. They merely smiled but the then accepted atomic weight of 27.1 was later lowered to 27.0 and now stands at 26.97.

This work was quite basic but it is probably merely typical of scores of unpublished research projects completed and in progress in our industry.

## SEASONAL BUSINESS

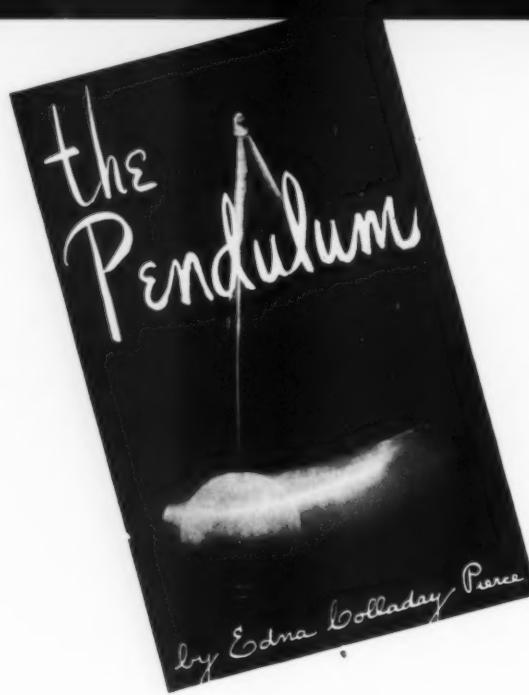
It is quite widely the aim of modern management to do all humanly possible to level off seasonal production. This is an excellent gesture as it makes for efficiency, reduced overhead and employee good will.

There are certain advantages to unavoidable seasonable operation, however, if one is alert to cash them. A few are mentioned by way of suggestion.

Unusual care can be exercised in choosing new employees when additional help is required. Then when the lay-off comes the "cream of the crop" can be retained even if some new-comers replace older hands. After a time the operating force becomes truly hand picked.

Unskilled workers who are temporarily placed in skilled machine operating positions can be evaluated. Sometimes worthwhile skill and aptitude can be uncovered.

The lull of dull season affords an opportunity to put one's house in order. Old equipment can be put in A-1 repair. Obsolete equipment can be replaced. New, more efficient machinery and processes can be installed and the "bugs" removed before the seasonal rush again rears its head. Shortcomings and bottlenecks uncovered in the rush can be corrected in the dull period. Sometimes it is even possible to group all vacations at one time to eliminate the drawn out vacation season during which the whole organization ordinarily operates below par.



## STYLE TRENDS

**MIDSEASON** fashion news can be summed up very briefly, because the trend at the openings was toward daytime restraint, with exotic spectacularism, verging on the fantastic, to achieve individuality for the evening mode, all of which we predicted in these columns three months ago—look up your September *Pendulum* and you'll find it there in great detail—and now the news is practically the same, only more so!

Maybe it will clarify what we mean and enable you to use the information in planning your promotion to give you a thumbnail sketch of how the leading couturiers work, what is *always* outstandingly characteristic of them, what to look for in identifying their models, what they accentuate, and when to expect the unpredictable.

To begin with, let us mention Elsa Schiaparelli. Since we know a number of fashion-wise folk who were her intimates when she lived here in the Village, and have heard many tales of how her genius sprouted, it's a bit easier for us to understand her apparent eccentricity.

When you think of the bizarre or amazingly unusual in fashions, Schiaparelli's name instantly comes to mind—witness her "Shocking Pink" both the shade and her perfume container of the same name, if you like. She is supposed to be the prophet of the unusual—unpredictable, that's the word—and so she is as to accents, color combinations, characteristic

touches of gaiety, a flair for pointing up an otherwise plain costume. But the basis for her models is solid practicality, changing little from season to season.

At present she builds on a simple foundation of black suits and coats in simple, dark colors and lines for daytime clothes. Then her imagination runs riot and she fastens the strictest jacket with glass paper-weight buttons, with brilliant flowers inside them, or she uses colored Christmas tree ornaments as fastenings, or fantastic clips or brooches on conventional lapels.

When looking at her evening collections, the eye is distracted by a clothes brush of green aigrettes tied under the chin with "Shocking Pink" velvet ribbons, and forgets to notice that the slinky black dress it accompanies is simple and plain. Or one smiles at spangled archangel wings nearly covering the back of an evening jacket, and fails to see how plainly it is designed. Her typical midseason evening silhouette is high-waisted, close-clinging and cut to make the legs look stork-like long, and the skirt is looped at the hem so that it pulls back at the feet in elegant lines. With these few points delineated, it should be easy for you to spot any of Schiaparelli's designs.

The direct antithesis of Schiaparelli's brilliant exoticism, topical as today, is Alix, whose models are as beautiful as an art review, and like it in that the illustrations are all-important. All of them exist as expressions of her classic individuality, the trend of her mind and thought

toward Greek symmetry, her concept of the perfection of the draped silhouette. Her skirts of white chiffon, for instance, are as wide as those seen in an Indian temple; while another is as narrow as a needle, but both have the unmistakable Alix touch.

One of her exquisite little Hindoo mannequins has the same sixteen year old chubbiness that distinguishes Sabu in "Elephant Boy," and she walks slowly through the show-room with wide, flat, gold sandals laced over bare feet with thongs of gold, wearing a gown of chiffon jersey and a halo-beret of gold mesh and jewels. In no other couturier's salon would such a model or such a mannequin be found, for the simple reason that such a thing would not occur to any other. Alix is the supreme designer of drapes that veil and outline the body in alluring yet dignified grace. Sometimes she does it with jersey, sometimes with chiffon, sometimes with lamé, sometimes with fringe, yet always the silhouette is subtly delineated, never entirely revealed as it is in the collections of other couturiers. One of her outstanding evening models is like a moving pillar of mat white fringes, caught in loops from centre lines running down the front and back of the body, clinging to it, yet strangely enough making one think of the nymph who was changed into a fountain. Stick to the classic when planning a tie-up with any of the Alix designs. Save the bizarre notes for your Schiaparelli promotions.

Mainboucher reduces the day-time mode to the lowest common denominator of plainness, then for evening he offers a marvelous opportunity for self-expression. One can be gleaming in satin, or veil oneself in black lace from throat to wrist and heels, or like a Manet portrait in tulip taffeta, paneled with black net, complete with tiny muff and hat tipped over the eyes, while a Niagara of black tulle cascades down the back of the head. Or one may be dignified in a slim, knee-length tunic of gold brocade that melts into a huge tulle skirt, splashed up the front with dripping spangled flowers or arabesques.

Marcel Rochas trims you in tailored daytime clothes, lets you turn into a glamour girl at night and suggests the thrill of jeweled lamé combined with dense black velvet. Half and half effects, sometimes, that make the wearer look like an inverted flower.

Vionnet, master of intricate lines, somehow manages to make them give the effect of the utmost simplicity, goes in for color this year, which makes her models come vividly alive. So she is equally successful in designing daytime clothes that indulge in wine-reds, burgundy, and coats trimmed with much fur, chiefly Persian lamb. Her plain floor length velvet evening gowns have exquisite embroidery at the round neck, and some of them show the Empire inspiration, though others are made of wool in faded petunia and fruity colors suggesting hot-house grapes.

Paquin has concentrated on simple daytime models of wool in black or dark colors. He molds the figure for evening with unusual hip treatments; tight bodices that come below the waist, with a wide, flowing skirt set on a wired, standing band striped with black spangles, beginning at the hips. He combines black velvet and black Chantilly lace in a dramatic effect of wide looped lace over a slim sheath of velvet.

Worth combines subtle embroideries—gold, copper, silver—with black silk Jersey or dull silk crepe. Hats have gone gaga this year, and unfortunately there is such a wide variety of designs that women are wearing those which are least becoming most of the time. The new brushed-up hair-dos emphasize the weird effects of height, achieved by an infinite number of fantastic shapes from wide-brimmed bonnets to Cossack turbans.

The sophisticate, however, is not misled by these extremes, and is satisfied to have a dramatic note appear in an unexpected profile tilt, or a smart ornament on an otherwise plain chapeaux. She wears a great deal of black, too, relieved by gold ornaments, or pearl or rhinestones, and saves her exoticism for evening when lights are bright and make-up may be more brilliant.

## SELLING HINTS

Not much to say on this score this issue, except that we were sadly disappointed in the drab and unimaginative Christmas packaging this festive season, save for the ones we've mentioned with due appreciation in previous issues. It seems to us that the cosmeticians have out-

classed the perfumers this year, with one or two notable exceptions. Last year there was beauty galore, this year most of the new packages seem to lack inspiration, to say nothing of imagination—did the falling market upset your designers? That couldn't very well be, for they completed their work months ago, and you approved them then, too. Compact designers made the grade beautifully, but let us hope that Easter containers and fragrances will be more lovely to look at, more delightful to wear, have more eye-appeal and yes, more nose appeal! Sorry—but don't say we are not frankly friendly, and don't blame us if our sex seems to be as indifferent to your products and packages as they seem to us.



## QUESTION BOX

The Question Box acts as a clearing house to help you solve your merchandising and sales promotion problems. Send in your own questions. We shall be glad to answer them and shall not reveal your name. So you may be quite frank and so shall we!

*Q. What are the basic products to be determined in advance in planning a home treatment cosmetic line?*

A. Cleansing cream, (Non-liquifying) tissue, foundation, (Liquid rather than cream) tonic, (sufficiently astringent to remove excretions, but not to have a drying effect on the skin) powder, in that order. In make-up, rouge, both paste and dry, lip-stick, eye-shadow, mascara (*not* containing soap!) eye-brow pencil, eyelotion—which can be used in an eye-cup for an eye-bath—eye-cream, also in that order. Consider, also, a complexion soap, and a cleansing emollient in liquid form. Remember, too, the three types of skin, normal, dry and oily. With the preparations just named for the three types of skins just mentioned, others are *not* essential. Most lines are far too long and are consequently top-heavy and many items are non-profitable. The only variations necessary are in powder, rouge and lip-stick shades, and the substitution of an all-purpose cream for the first three.



*B. Altman displays a perfume which is woodsy in fragrance in natural wood surroundings. This is a fine example of superb coordination between manufacturer, a toilet goods department and window designer.*



*A close-up of one of J. W. Robinson's beautiful perfume windows, combining real flowers with perfume packages. This window will stop any woman and instill in her the desire to buy a product so perfectly displayed.*

# news & events

## New Head for Soviet Cosmetic Trust

A thirty-year old peasant, Mme. Tatyana Maximovna Morozova, who started as a scrub-woman fifteen years ago in the Red Dawn Cosmetic Factory, Moscow, Russia, has been elected head of the Soviet Cosmetic Trust to succeed Paulina Semyonovna a hemchuzhina, wife of Premier Molotov, who was promoted to Vice-Commissar of Food Industries.

Mme. Morozova, dark and round faced, studied at night school and became a director of the Red Dawn Factory. She is married, has one child and is a Communist party member.

## Coleman Organizes Juliette Inc.

Eugene Coleman, Jr., for the past six years vice-president and sales manager of Colonial Dames, Inc., resigned that connection to become president of the Juliette Products Co., Hollywood, Calif. Associated with Mr. Coleman in his new enterprise are Joe E. Brown, Raoul Walsh and Walter Pidgeon—all prominent figures in motion picture circles. The company is organized to market on a national scale the products of Juliette, Inc. "Nail-O-Wax" and "Wax-O-Namel"—a new type of nail enamel. Plans are now



Mme. Morozova

being completed for the release of national magazine advertising right after the first of the year.

## Matchabelli Introduces New Perfume

One of the smartest and gayest parties held in our trade was that given by Prince Matchabelli Inc., at the Hotel Pierre, New York, early last month, for the presentation of the company's newest perfume, "Infanta." Among the hundreds of guests were members of society, the theater, and the art world, as well as the trade and the press. Everyone received a handsome souvenir, but the highlight of the afternoon was the drawing for the door prize, a 50 oz. crown bottle of "Infanta" perfume, valued at \$750. Miss Gertrude Lawrence was chosen to pick the lucky number from a great gold crown, and Mrs. William O'Donnell Iselin was the winner. Another feature of the afternoon was an amusing marionette show directed by Remo Bufano entitled "The Holiday of the Infanta." A photograph of the "Infanta" package is shown on page 41 of this issue.

## Packaging Machinery Manufacturers Meet

The annual meeting of the Packaging Machinery Manufacturers Institute, Inc., was held on Thursday, December 9, at the Garden City Hotel, Garden City, New York.

Program topics for the day's discussion included "Overhead Costs" and "Advertising Costs"—"Sales Problems, Policies and Trends."

## Frank Ansell Heads Ybry, Inc.

Frank Ansell, who recently purchased the assets of Ybry, Inc., New York, at a bankruptcy sale, has been elected president of the company. Mr. Ansell has been associated with this concern since its inception as chemist and production manager.

## C. P. McCormick Honored At Dinner

Charles P. McCormick, president of McCormick & Co., Baltimore, Md., was given a surprise dinner and dance on November 12 to

celebrate his fifth anniversary as president of the company. At the time he took over the management of the business in 1932, Mr. McCormick started the system of "Multiple Management", under which all problems

of management of the business are handled by one of four governing boards, the Senior Board, the Junior Board, the Factory Board and the Sales Board. Under this system, the active management of the business is carried on through group meetings, and all employees have an opportunity to share in the responsibilities of the organization, and in so doing share also in the profits. This plan has been so successful that the policies instituted in the beginning will be continued.

C. P. McCormick



## Jean Fabre In New York

Jean Fabre, Director of Roure Bertrand Fils-Justin DuPont Argeuntil, France, arrived on the *Normandie* November 22 for a conference with the American representatives of the company Roure-DuPont, New York City. He returned to France early in December.

## Pinaud to Introduce Costlier Toiletries Here

Upon his arrival in the United States last month, Jacques Heilbronn, president of the American House of Pinaud, and director of the French house of the same name, announced that his company will introduce in the American market some of its costliest perfumes and toiletries which have been long and popularly known in France and



J. Heilbronn

other countries. Mr. Heilbronn, well known French industrialist, declares that the American market is now ripe for the ultra-precious type of perfume and the more luxurious line of toiletry for both men and women.

During his stay here, Mr. Heilbronn will discuss 1938 advertising and promotional plans with his American directors and lay plans for the new Pinaud lines to be introduced next year.

## French Plant Growers Compensated

A draft law for the constitution of a compensation fund for flowers and plants used in the production of perfumery was recently adopted by the Chamber of Deputies and has been submitted to the Finance Commission for a report to the Agricultural Commission. This fund, to be limited to 10,000,000 francs, will be used for granting compensation indemnities to growers of flowers and plants used for perfumes and will be constituted by the levy of a special surtax of 0.75 per cent added to the 6 per cent at present imposed on perfumery and toilet articles as well as on toilet soap. Decrees will be published

giving a list of the flowers and plants used for the manufacture of perfumes for which it is planned to encourage the cultivation. The methods of collection of this supertax will also be fixed by decree.

## Annual Dinner of College of Pharmacy

Representatives of every class since 1876 gathered at the annual dinner of the College of Pharmacy of Columbia University on the evening of November 10 at the Roger Smith Restaurant, New York City. Dr. Edward Plaut, Chairman of the Board, and Trustees Hemming, Bauer, Lascoff, Gerson and Littmar occupied a special table at the dinner. Professor Abraham Taub, former president of the Alumni Association, welcomed the alumni home. It was reported that over two hundred students have received the degree of Bachelor of Science in Pharmacy from the College since the four year course was inaugurated.

## Dr. Frank M. Boyles Joins Seeley & Co.

Dr. Frank M. Boyles, whose association with the flavoring extract industry and allied fields, has made him a well known figure in the trade, has joined Seeley & Co., New York, N. Y., where he will specialize in the sales promotion of true fruit flavors and aromatic chemicals. Dr.

Boyles was formerly chief chemist for McCormick & Co., Baltimore, Md. He was also associated with Coffee Products, Inc., and subsequently was president of Jacks Beverages.

## Day Chemical Co. in Larger Quarters

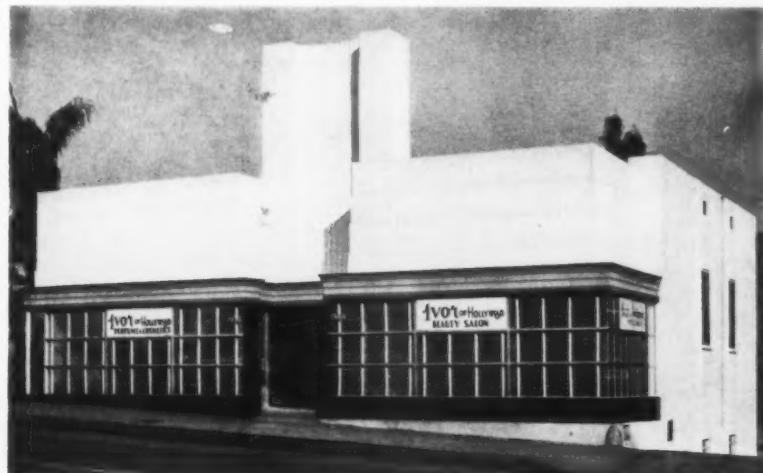
The Day Chemical Co. is now in new and greatly enlarged quarters at 480 Washington St., Newark, N. J. The company was organized in 1928 and is headed by Irving Biber. It specializes in private brand cosmetics and in tube filling on a wide variety of products.

## Revlon Adds Style Department

Revlon Nail Enamel Corp., New York, has created an entirely new department for the sole purpose of promoting style and fashion in manicure items. Advance information on new trends in the fashion world will be secured and timely notices will be sent out. Miss Cherie Shackleton, who has had many years of experience in cosmetic styling and merchandising, will be in charge of the new department.



Miss C. Shackleton



Modernistic to the nth degree is this striking new building which houses the salon of Ivor of Hollywood, on North Cahuenga Blvd., Hollywood, Calif. A reception was given at the opening on November 12. Charles Hast is general manager of this company.

## California Ass'n. Holds Dinner Dance

The annual dinner-dance of the California Cosmetic Association was held November 6, at the Riverside Breakfast Club, Los Angeles. Better than 600 customers turned out in their eating and dancing clothes to make merry to the tunes of Nat Young's orchestra. Miss Lois Armstrong, secretary of the association was hostess for the evening. She got so many congratulations on the handling of the affair that two reporters and a cameraman thought it was her birthday.

Entertainment was in the hands of Messrs. Fetsch and Bill Nassour, so the fan dancer was personable and accomplished, even though general wonderment was expressed that she was not a bubble bouncer. Maurice Goldman and Mauro Herrera are particularly to be commended for the success of the affair, and of course Roy McCray was tops as master of ceremonies.

Among those represented by large parties were President Andrew Norman, who had everybody spearing balloons, and Dr. Alexander Katz, who just returned from his mission to Soviet Russia. An account of Dr. Katz' experiments there will be found in another part of *The Perfumer*.

## Quality Products Co. In New Quarters

Quality Products Co., Inc., New York, is now established in new and larger offices and laboratories at 62-70 West 14th St., at the corner of Sixth Ave. Growing business has forced an enlargement of the company's facilities.

## Fischbeck Increases Staff in Chicago

Ozro M. Fish, who has had several years of selling experience in the essential oil and aromatic chemical line, has joined the Charles Fischbeck Co. Inc., dealers in essential oils and aromatic chemicals, and will cover Chicago and



Miss L. Armstrong

surrounding territories. He will make his headquarters in the Wrigley building with Davis & Davis, Inc., Chicago representatives of the company.

## Advance in Perfuming Non-Alcoholic Lotions

A new use for the lactone of 15-oxy-pentadecyl acid has been discovered by H. S. Redgrove, the well-known British expert, according to an article appearing in a recent issue of *The Retail Chemist* (London). The substance has been found suitable for perfuming non-alcoholic lotions, used either alone or in conjunction with other water-soluble perfumes. In spite of the high cost price of the lactone, which is a commercial commodity, it is very economical in use, owing to the extremely low proportion required. Redgrove advises the use of a solution prepared by first dissolving the lactone in sufficient ethyl alcohol to produce a ten-per-cent solution, and then diluting this with phenyl ethyl alcohol to produce a one-per-cent solution of the lactone. This solution has been found effective in non-alcoholic lotions in proportions varying from one to two parts per thousand.

## Michigan Association Elects New Officers

The Allied Drug & Cosmetic Association of Michigan combined election of officers with a Keno party, as special guests of Walter Daniel, at the Socialer Turnverein, Wednesday, November 17. New officers elected for the year 1938 are:

G. Carlisle (C. E. Jamieson Co.) president; W. Daniel (Parke Davis & Co.) vice-p

ident; M. G. de Navarre, secretary-treasurer. J. M. Wolff, G. Snider and D. Melville were elected to the Executive Committee and A. R. Vicary was elected honorary life member of this committee.

After the election, the party adjourned to another room at the club, where Chairman Wilbur Elliott of



G. Carlisle

the Entertainment Committee and his henchmen were ready to start the Keno party.

Immediately after the Keno games, Mr. Elliott told the group that the date set for the Annual Winter Party, was December 10, at the Leland Hotel, Detroit.

## Foragers To Honor Frank Graham

Frank L. Graham, Eastern sales manager of the De Vilbiss Co., will be the guest of honor at the fortieth annual banquet of The



F. Graham

Foragers of America, which will be held at the Hotel Astor, New York, on the evening of January 8.

Mr. Graham, who has devoted his entire lifetime to the drug, cosmetic and allied industries, is

well known all over the country, and as it is expected that many of his friends will wish to attend the banquet, the by-laws prohibiting buyers from attending The Foragers' functions have been suspended for the occasion.

## Discovers New Use For Eucalyptus Oil

The Technological Museum in Sydney has found that eucalyptus oil is better than benzine for removing grease and dirt from cloth. The tests were made, not with the medicinal, but with the ordinary oil. For cleansing motor vehicles, carpets and furniture the authorities advocate a mixture of eucalyptus oil and benzine or petroleum. As the oil is non-combustible, its use eliminates the danger of fire.

## Azam Ariff Brothers Organized in India

Azam Ariff Brothers have opened offices at 730 Merchant St., Rangoon, India, for the manufacture and sale of a complete line of perfumes and toilet preparations. They are now engaged in purchasing raw materials and supplies and are planning to secure as many American products as possible.

**SCHIMMEL COMPOUND**

**SERVICE**

Are you certain that you are using a perfume that is best adapted to your product? Are you getting the best possible results from every dollar spent for perfume?

The successful blending of the many complicated ingredients of a perfume demands knowledge and experience. Our perfume chemists possess both, acquired through many years of compound work, achieving a skill unparalleled in the industry.

This competent workmanship is at your service. Ask for suggestions for successful perfumes or let us work out compounds of any type you wish.

~

**SCHIMMEL**  
& COMPANY, INCORPORATED  
601 WEST 26th STREET, NEW YORK, N. Y.  
BOSTON • CHICAGO • LOS ANGELES • TORONTO

# HEINE & CO.

NEW YORK

52-54 Cliff Street

Telephones BEekman 3-1535-1536



**NATURAL & ARTIFICIAL**

**FLOWER PRODUCTS**

**AROMATIC CHEMICALS**

**AND ESSENTIAL OILS**

# COLLAPSIBLE TUBES



Consumers ask a lot of tube-packed products these days. They find them much more convenient for daily use, for traveling. And they want tubes that will stand hard usage—that give full service until the final pressure delivers the last bit of contents value. Our tubes meet these qualifications—and are styled right, priced right. Ask for samples!

N.B.—We are also headquarters for METAL CAN SPOUTS—for various household products.

## WHITE METAL MANUFACTURING CO.

New York Office  
F. L. Butz  
393 Seventh Ave.

HOBOKEN, NEW JERSEY

Chicago Office, Charles A. Rindell, Inc., 64 West Randolph St.

Detroit Office  
R. M. Stevenson  
506 Donovan Bldg.

# CHARLES FISCHBECK CO. INC.

*Essential Oils and Aromatic Chemicals*

CABLE ADDRESS FISCHBECK N.Y.  
TELEPHONE WATKINS 8  
1970  
1971  
1972



OFFICE AND WAREHOUSE  
119 WEST 19<sup>th</sup> STREET  
NEW YORK, N.Y.

December, 1937

To The Trade:

As the close of another year presents itself, I cannot help but express my sincere appreciation of the generous support my good friends have shown by permitting us to act as their source for perfuming and flavoring materials.

I am indeed grateful for this demonstration of confidence and want to go on record as assuring every one with whom we do business that they can always expect constant and intelligent service with every CEFCO product they purchase.

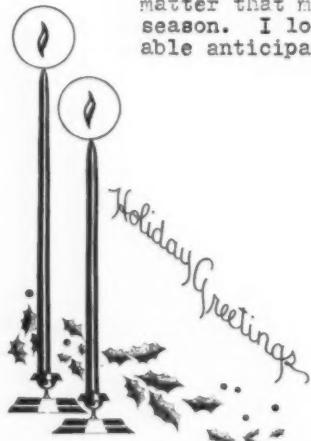
I am convinced that the prominence so quickly acquired by CEFCO TONERS, CEFCO BASES and CEFCO FINISHED ODORS is due to the thorough knowledge and untiring effort of our Perfume Laboratory staff. The right to this enviable position has been confirmed by a generous trade acceptance of CEFCO products.

In view of these encouraging results, we shall continue to create products demanding your attention and worthy of your consideration and use. It will be to your advantage to carefully digest any of our advertising matter that may come to your attention during the 1938 season. I look forward to the coming year with pleasurable anticipation of increased service to our trade.

Yours for prosperity,

CHARLES FISCHBECK CO. Inc.

*E. Fischbeck*  
President.





*In addition to the many aids to feminine beauty furnished by Elizabeth Arden, she now serves tea in all her salons throughout the world. It is Miss Arden's belief that a cup of tea relaxes the nerves and erases tension lines, thus proving beneficial to the woman seeking to improve her appearance.*

#### **Huisking Calls for Business Leadership**

Aggressive business leadership was called for by Joseph A. Huisking, chairman of the Drug, Chemical and Allied Trade Sections of the New York Board of Trade, Inc., at its 47th annual meeting on the evening of November 16.

Mr. Huisking advocated a constant stream of letters and telegrams to representatives and senators in Congress so that business men may have a voice in the adoption or rejection of measures that may be proposed.

The following new members of the executive committee were elected: Carl M. Anderson, Merck & Co.; W. D. Barry, Mallinckrodt Chemical Works; R. F. Berls, McKesson & Robbins, Inc.; Turner F. Currens, Norwich Pharmacal Co.; James DeCesare, Health Products Corp.; M. N. deNoyelles, Chas. Pfizer & Co.; P. M. Dinkins, American Cyanamid Co.; Ralph E. Dorland, The Dow Chemical Co.; David L. Kaltman, D. Kaltman & Co.; Charles E. Kelly, Hagerty Brothers & Co.; Elvin H. Killheffer, E. I. duPont deNemours & Co.; H. M. Kirkham, The Upjohn Co.; Robert B. Magnus, Magnus, Ma-

bee & Reynard, Inc.; Paul Miller, International Cellucotton Products Co.; S. B. Penick, Jr., S. B. Penick & Co.; George Simon, Heyden Chemical Corp.; J. J. Toohy, E. R. Squibb & Sons; Stanley Williamson, Union Carbide & Carbon Corp.

#### **Bo-Kay Opens New Unit in Waco**

Bo-Kay Perfume Co., and Talcum Puff Co., have opened a manufacturing and sales unit in Waco, Tex., where products of both companies will be manufactured and distributed to Southwestern territory.

#### **Dexter North Joins Arthur D. Little, Inc.**

Dexter North, chief of the Chemical Division of the U. S. Tariff Commission, and before that with Proctor and Gamble Co., has resigned to become associated with Arthur D. Little, Inc., research chemists and engineers of Cambridge, Mass., as their Washington technical representative.

His work included the several linseed and other vegetable oil investi-

gations conducted by the Commission. In his new work Mr. North will continue to obtain and assemble technical, economic, and statistical information concerning the chemical and other process industries.

#### **Donald Becker Joins Reese Labs**

Donald Becker, well known in the toilet goods and drug trade, has become associated with the Reese Laboratories, Inc., New York, as district sales director for the state of New York and western Pennsylvania. He will make his headquarters at Albany, N. Y.

Mr. Becker was formerly sales manager of the Donbeck Sales Organization, and for a period of eight years previous to this, was connected with the sales department for toilet goods of the Colgate-Palmolive-Peet Co.

#### **Rudolph Barfuss Visits Trade**

Rudolph Barfuss, technical manager and perfumer for Th. Muhlethaler, S. A., Nyon, Switzerland, sailed on the *Bremen* November 13, after spending seven weeks in the United States in conference with his American representatives, the Orbis Products Corp., New York, N. Y. While in the United States,



**R. Barfuss**

Mr. Barfuss called on the trade in the eastern part of the United States and Canada. While in the dominion Mr. Barfuss appointed Gerald Johnson of Toronto, Canadian agent for the company. Mr. Johnson, incidentally, is very well-known in the Dominion having been for fifteen years associated with Richard Hudnut, Inc., in Canada.

Mr. Barfuss, who is associated with the second oldest company in Switzerland, was very much gratified with the reception accorded him in the United States and with the business outlook in general. It is his intention to visit the United States annually hereafter. Prior to returning to Switzerland, Mr. Barfuss visited his representatives in England, Mallagh & Co., of London.

## Dinner Tendered To Dr. Katz

A welcome home dinner was given to Dr. Alexander Katz of Florasynth Laboratories on November 23, at the Hotel Bellevue, San Francisco. Dr. Katz recently returned from a extended visit to Soviet Russia where he acted as consultant for the Soviet Cosmetic Trust and made a study of Russian essential oils.

## Cosmetic Credit Ass'n. Re-elects Officers

New officers were elected and committees for the ensuing year were appointed at the meeting of the Drug, Cosmetic and Chemical Credit Men's Association at the Building Trades Exchange, New York, on the evening of November 18. In addition, plans for extending the usefulness of the association were outlined by President Louis Candee. Following this, the usual monthly meeting was held.

The officers elected are: Louis Candee, L. Sonneborn Sons, Inc., chairman; Edwin C. Agnew, Heyden Chemical Corp., vice-chairman; Charles Robinson, Phoenix Metal Cap Co., Inc., treasurer; Nat Ottensoser, secretary; and F. J. Burg, Commercial Solvents Corp., assistant-secretary. All officers were reelected excepting Howard Knapp who recently retired from business. In his place as treasurer Mr. Robinson was elected.

The committee appointed to revise the constitution and by-laws is composed of: Fred Kaiser, chairman; H. P. Wade; R. Valerius; and Harold A. Boggs. The membership committee is: Edwin Agnew, chairman; Walter Leck; and James B. Reynolds. The committee to investigate the matter of association financing is composed of: Charles Robinson, chairman; E. W. Farrell; and M. Quartz.

The nominating committee is made up of: M. Quartz, chairman; F. Burg; Charles Robinson; and E. W. Farrell.

R. F. Revson, chairman, and F. Kellar were appointed on the pub-



Louis Candee

licity committee. Among the guests were: Hans G. Blankenhorn, Allondon, S. A.; Dr. Hans Albrecht Funzel, Heyden Chemical Corp.; and W. B. Tichenor, Commercial Solvents Corp. Mr. Tichenor will be recalled as the football star on the Harvard University team in the early 30's.

## Selling Opportunity In Switzerland

The Swiss American Trading Co. has been commissioned by the foremost distributor of cosmetics in Switzerland to contact outstanding products in this field, with the view of selling them in Switzerland. Reliable American manufacturers of new and unusual products in the cosmetic line (and kindred lines) wishing to enter the Swiss market, may communicate with the company at 371 Fulton Street, Brooklyn, N. Y.

## Test Cases on Price Cutting

Questions involving price cutting and the breaking of combination packages by retailers are raised in three actions just started by Parfumerie Pinaud, Inc., in the United States District Court for the District of New Jersey and in the New Jersey Chancery Court.

Pinaud has started two separate actions in the New Jersey Court of Chancery, based upon the New Jersey Fair Trade Act, against the Charmley Drug Shop, 164 Halsey street, Newark, N. J., and the Wolf Drug Co., 21 West Park street, Newark, to stop these drug stores from cutting prices on Pinaud's articles, including Eau de Quinine and Lilac Vegetal.

Papers filed with the court indicate that Pinaud has already signed up numerous retailers throughout the state of New Jersey, and it seeks an injunction against Charmley and Wolf despite the fact that they have not signed contracts, under a provision of the New Jersey Fair Trade Act making the maintenance of prices mandatory on all retailers whether or not they have signed fair trade contracts. The New Jersey Fair Trade Act is similar in its terms to the provisions of other fair trade acts now in force in forty-four states.

One of the defendants in the price-cutting suits — the Charmley Drug Co. — is also defendant in an action started by Pinaud in the United States

District Court for the District of New Jersey, to enjoin the practice of breaking up Pinaud combination packages of Lilac Vegetal and Lilac Vegetal shaving cream, and Lilac Vegetal and Lilac Vegetal talc. A motion for a temporary injunction was argued November 29.

The trade significance as well as its ultimate importance to the consumer lies in the fact that these combination packages were put out by Pinaud to introduce its Lilac Vegetal shaving cream and Lilac Vegetal talc into the retail market. In a special offer, the shaving cream and talc were to be given free to retail customers who bought Pinaud's Lilac Vegetal toilet water at the regular price.

Pinaud complains of Charmley's practice of separating the items in the combination, and of selling Lilac Vegetal without giving the free sample; of selling free samples to its customers instead of giving them away free; and of defacing the packages to conceal from the public the fact that they were making a charge for a free sample.



The latest display card for Yardley Lavender soap combines the simplicity of a show and with the effectiveness of a display stand. The background is an imitation wood grained effect, obtained by a special process, with the lettering cutter-crushed in. The upper aperture carries the lid of the Yardley soap carton, and the lower carries the actual carton displaying three tablets of soap, as shown in the above photograph. The strut at the back, besides performing the usual function, automatically locks the carton and lid into correct display position.

## Commodore Randall Enlightens Guests on U. S. P.

Whenever two or three of the distinguished friends of Edward V. Killeen, president of George Lueders & Co., New York, N. Y., gather together with him in sundry places—such for example as the *Manhattan*, flagship of the United States Line—a most enjoyable time is had by all.

This is particularly true if one happens to be the Hon. Alfred E. Smith, an intimate friend of many years standing and the other happens to be the hospitable Capt. Albert Randall, Commodore of the United States Lines, who is also an old friend and admirer of Mr. Killeen.

What made the trip particularly enjoyable was the fact that Commo-



E. V. Killeen

of much value to him in his work in the manufacture of cold cream and the other products offered by Daggett & Ramsdell and he was doing particularly well, when the call of the sea came to him again. This time it was too insistent to be abandoned and ever since he has followed this calling. Commodore Randall is unusually familiar with the *Pharmacopoeia* and also with the raw materials, which enter into the manufacture of toilet preparations, particularly cold cream; and for this reason the opportunity to discuss such matters with Mr. Killeen on this trip last July when the trio were together was a source of much interest and pleasure to him.

### Randall Joins McCormick Sales Staff

Bringing with him nearly twenty years' experience in the selling field, Richard H. Randall has joined the sales staff of The McCormick Sales Co. and he will be located at their home office in Baltimore.

### Bergamot Oil Factory In Japan

The firm of Shiono Shosaburo in Osaka is planning to erect a factory for the production of bergamot oil at Chikuto, Shinchiku, in Formosa. The plant from which this oil is extracted, *Citrus bergamia* (Risso), is to be cultivated on a recently purchased plot of ground measuring about 18,000 square feet. At present about 400,000 yen worth



Hon. A. E. Smith



Capt. A. Randall

dore Randall is proud of his early association with the toilet preparations industry before he went to sea as his life's work. As a very young man, Capt. Randall shipped on the bark *Obed Baxter*, a windjammer on which he made several trips across the ocean. Returning from one of these trips he decided to stay on land for a while and secured a position with Daggett & Ramsdell. When he applied for the position, his eagerness to learn attracted the attention of Dr. Daggett, who engaged him in the manufacturing department. Prior to this, he held a position for a short time with Danworth & Myer, a drug house. This experience initiated him into the requirements of the U. S. *Pharmacopoeia*, which he studied assiduously. The knowledge proved

of bergamot oil is imported annually from Italy.

*Citrus bergamia* requires about four to five years to reach maturity. During that period, the new factory will direct its activities to the manufacture of edible flavors from lemons and oranges.

### Credit Men's Ass'n Honors Howard Knapp

Howard Knapp who has retired as New York manager of the closure division of the Armstrong Cork Co. after 50 years of service with the company, was tendered a testimonial dinner by the members of the Drug, Cosmetic & Chemical Credit Men's Association, of which he had been treasurer since its organization, on the evening of De-

cember 9 in the Building Trades Exchange, New York City.

The affair was attended by about 70 members and guests comprising executives in the trade. Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc. and president of the New York Board of Trade, was the chief speaker. As usual, his remarks were full of interest. Louis Candee, president of the association, acted as toastmaster and presented a traveling bag to Mr. Knapp on behalf of the association as a token of their esteem and affection.



The W. J. Bush Citrus Products Co. is continuing the development of its plant and facilities in National City, Calif. At the right is shown the new addition and new boiler house with its smokestack 85 ft. high. At the left is shown stainless steel apparatus being hoisted for installation on the second floor.





### Art Tube Co. In New Building

In celebration of its 10th anniversary the Art Tube Co. of Irvington, N. J., recently moved into its handsome new building at 500 Lyons Ave.

The new structure is 150 x 160 ft. and is one story brick and concrete so constructed as to afford natural light on all sides, and through the rooms. In the forward part of the building the offices of Frederick Rentschler, president of the company, of George DuBoff, vice-president in charge of sales and of Werner Rentschler, treasurer and Miss Claire Rentschler, secretary, are located. Adjoining is the office of Erwin Rentschler, designer and vice-president of the company.

Filtered warm air affords a constant change of fresh air throughout the machine shop and factory building, where new equipment has been installed so as to insure efficiency in manufacturing. The building is heated with an oil burner which also provides hot water for the shower baths for the employees and heat for the factory and offices. The basement is used for the storage of metal, and adequate supplies of tin and lead are carried at all times.

The Art Tube Co. was founded by Frederick Rentschler in 1927, one of the pioneers of the collapsible tube industry. It has enjoyed a steady growth under his able management. With him are associated his sons, Werner and Erwin, his daughter Claire, and George DuBoff.

### 1937 British Pharmaceutical Conference

The British Pharmaceutical Conference met this year at Liverpool, under the Chairmanship of T. E. Lescher, O.B.E. The main object of the Conference is to encourage scientific research in pharmacy; and, as in previous years, a

number of important papers were read during the Science Sessions, some of which dealt with matters of interest to readers of *The American Perfumer*. H. Berry, B.Sc., A.L.C., Ph.C., and E. K. Samways, B. Pharm., Ph.C., read a paper on "The Pungency Values of Capsicum and Tincture of Capsicum." Wide variations were observed, and comparison of pungency with oleoresin content for various samples showed no relationship. H. O. Meek's modification of the U. S. P. test for pungency was adopted. The British Pharmacopoeia lays down no limit for pungency; and the authors propose a limit test for adoption.

### Varvat Rejoins His Regiment in France

Gabriel Varvat of Roure-Dupont, Inc., New York, N.Y., has returned from France where he



spent a vacation rejoining his old regiment. Ten days were spent with his old associates in the World War at the Belfort training camp. Mr. Varvat was a lieutenant in the French army during the World War and won the Croix de Guerre for distinguished bravery. On his return from his vacation he declared he could not have spent a more enjoyable vacation. In the accompanying illustration Mr. Varvat is shown in the white uniform to the right.

### "Free Goods" Prohibition Upheld by Court

In one of the first decisions of the United States Supreme Court involving a specific reference to "free goods" the right of the Federal Trade Commission to prohibit "free goods" as an unfair method of competition was upheld.

The suit was brought by the Federal Trade Commission against the Standard Education Society et al., and was in the nature of a test suit. While it differs somewhat from practices engaged in our industry, the decision, as John S. Hall, counsel for the Flavoring Extract Manufacturers Ass'n points out, gives food for thought.

In quantity purchases, for example, wherein customers are given "free goods", the question arises as to whether or not in reality the entire transaction is not really predicated on the entire combination deal, and as to whether or not the customers are really being given something for nothing in the purchase of quantity amounts.

### Lansing Parmelee Reed

Lansing Parmelee Reed, one of the foremost corporation attorneys in the United States, who was a stockholder of the Dodge & Olcott Co., New York, N. Y., for the last ten years and a director during the past year, died at his home in New York City December 2 at the age of 55 years following a brief illness.

The magazine *Fortune* listed Mr. Reed in 1931 among the nine leading business lawyers in New York City. He was graduated from Yale College and Harvard Law School. His legal work for Davis, Park, Wardell, Gardner & Reed of which he was one of the senior partners, was conspicuously successful.

Although John W. Davis, Democratic presidential candidate in 1924 and former ambassador to the Court of St. James's, and Frank L. Polk, former Under Secretary of State, were more familiar to the public he was as well known to the firm's clients, which included J. P. Morgan & Co. He was a director of the International Telephone & Telegraph Corp., Standard Brands, Inc., and the Dodge & Olcott Co., all of whom, particularly the Dodge & Olcott Co. feel that in Mr. Reed's death they have lost a warm friend.

### Hilton Hill Sawyer

Hilton Hill Sawyer, one of the oldest employees of Givaudan-Delawanna, Inc., New York, N. Y., died at his home in Newark, N. J., October 28 at the age of eighty years.

Mr. Sawyer joined the organization as a perfumer in charge of compounding when the organization was founded in 1924. Prior to that he was with the Antoine Chiris Company.

Mr. Sawyer is survived by his wife, two sons and a daughter.



H. H. Sawyer

### Arthur David Armstrong

Arthur David Armstrong, secretary of Fritzsche Brothers, Inc., prominent New York essential oil house, died suddenly at his home, 127 Lincoln Road, Westfield, N. J., on Sunday morning, November 28. Born in Andes, N. Y., November 12, 1883, he had just entered his 55th year.

Next to his family and his business, Mr. Armstrong's fondest attachment was to the activities of outdoor life. He indulged in his favorite hobbies of golf and fishing at every opportunity and on the day before his death played his last eighteen holes of golf. He was a man whose friendship it was a privilege to have and only those who enjoyed this distinction and knew intimately his sincerity and fine depth of character will fully appreciate the loss his business associates have just sustained.

Mr. Armstrong studied at Delaware Academy, Cornell and Syracuse Universities. After obtaining his B.S. degree from the latter in 1907 he became affiliated with a Syracuse, N. Y. firm as its consulting chemist. On June 1, 1913, he came to Fritzsche Brothers. The year 1938 would have marked his twenty-fifth anniversary with the company, and even at this early date plans were being con-



A. D. Armstrong

sidered for an appropriate celebration upon his induction into the Fritzsche Quarter of a Century Club. In July of 1913 he was appointed first resident manager of the company's Philadelphia office. His outstanding qualities and alert handling of difficult sales matters together with his brilliant writing soon attracted the attention of the home office, and he was transferred to New York. In 1919 he was appointed assistant secretary and in 1927, after the death of Mr. Koehler, succeeded the latter as secretary.

Mr. Armstrong was an active member of the Essential Oil Dealers Association of the U. S. His word and advice were eagerly sought at their meetings, and in December, 1936, the members conferred upon him the honor of president of their association. He was active also in many other trade groups.

Among his club affiliations were the Echo Lakes and Locust Grove Country Club of New Jersey.

Surviving Mr. Armstrong are his wife, the former Nell Boden Dick, a son, Robert S., and a daughter, (Mrs.) Dorothy Boden Milton.

Services were held November 30 at the funeral home of Gray's, Inc., Westfield, N. J.

### Ferdinand B. Buedingen

Ferdinand B. Buedingen, president and treasurer of Ferdinand Buedingen Co., Inc., Rochester, N. Y., died suddenly, of a heart attack on November 7, 1937, at the age of 67 years.

He was actively engaged in the fine paper box field since boyhood and had earned an outstanding reputation in the manufacture and creation of the very finest packages combining paper and fabric. Boxes made under his supervision have been used by many leading concerns.

Mr. Buedingen was born in Offenbach, Germany, and came to America with his father when he was 18 years of age. They settled in Rochester and engaged in the paper box business.



F. B. Buedingen

Mr. Buedingen was devoted to his family and had a host of friends. He was a member of the Rochester Club, Steuben Society, Rochester Chamber of Commerce, Masonic Order, and Damascus Temple of the Shrine.

### George E. Gaddis

George E. Gaddis, special representative of sales of the American Can Co., died November 25 in Overlook Hospital, Summit, N. J., after an illness of several months.



G. E. Gaddis

Mr. Gaddis was born in Carlock, Ill., in 1867, the son of a pioneer farmer in that region who settled the town of Carlock. He attended the local public schools there and for two years attended Eureka College, at Eureka, Ill. He began his career in Chicago with the firm of Rand McNally & Co. in the position of bookkeeper. After seven years with this firm, he went to the American Steel Hoop Co. in 1900, in the capacity of assistant credit manager; in 1901 he became credit manager of the American Can Co. which was at the time of its formation. Mr. Gaddis held this position until a few years ago, when he became a special representative of sales, with headquarters in New York.

During his long association with the American Can Co., Mr. Gaddis made many deep friendships among his associates, as well as among the canners and members of the allied industries. He was universally liked for his genial personality and fine sense of humor, and his ability to judge character was well known.

Mr. Gaddis was a member of the Echo Lake Country Club and Canoe Brook Country Club in New Jersey. He had been a resident of Summit since 1907, when he moved there from New York City.

Surviving are his wife, Alice Hazen Gaddis, two daughters, Mrs. Ernest A. Cain of Maplewood, N. J., and Mrs. John R. MacLeod of Bridgeton, N. J., and two grandchildren; also two sisters, Mrs. Herbert T. Price and Mrs. S. W. Dietrick of Bloomington, Ill., and a brother, Albert Gaddis, of Carlock, Ill.

## NEW PUBLICATIONS

Unless otherwise stated, copies of any of the material mentioned in this section may be secured by writing direct to the company.

"What Not to do in Soap Perfuming" is the subject of the leading article in the *Givaudanian*, the interesting house organ published by Givaudan-Delawanna Inc., 80 Fifth Ave., New York, N. Y. The October issue also contains a thoughtful editorial "We are in the Midst of a Deflation" by Dr. Eric C. Kunz.

"Doing Something About the Lipstick Problem" is the leading article in *Progressive Perfuming and Cosmetics*, a pamphlet edited by Dr. Samuel Isermann, which has just been sent out to the trade by Van Dyk & Co., 57 Wilkinson Ave., Jersey City, N. J. It is the first of a number of such publications which are to be issued by the company. In addition to some interesting abstracts there is also an article on the "Development of Modern Surface Active Materials" by J. W. Orelup.

**Raw Materials for the Perfumer, Cosmetician, Soap Maker and Users of Flavoring Materials** are conveniently listed in the winter price list of the Charles Fischbeck Co., Inc., 119 West 19th St., New York, N. Y. An ingenious thumb index makes it possible to locate any aromatic chemical, essential oil, natural flower oil, drug, resin, tincture or other product desired very readily. Other features in the catalog such as conversion tables make it of added value.

**The Sun Never Sets on the Domains of the House of Chiris** according to the slogan in the latest price list of the Antoine Chiris Co., 115 East 23rd St., New York, N. Y. In it are given latest wholesale prices of essential oils, isolates and chemicals, synthetic bases and artificial substitutes.

**Wholesale Prices** of the complete line of products offered by Fritzsch Brothers, Inc., 76 Ninth Ave., New York, N. Y., are given in the November wholesale price list which has just been sent to the trade. Twenty-eight pages are required to list the numerous products. These include

essential oils, aromatic chemical preparations, Fritzboro synthetic flower oils and miscellaneous preparations, useful in a wide variety of finished products.

**Raw Materials** for perfumers, cosmetic manufacturers, and soap makers as well as flavor manufacturers are listed in the November wholesale price list of Neumann-Buslee & Wolfe, Inc., 224 W. Huron St., Chicago, Ill.

**Essential Oils**, flavors, oleo resins, vanilla, aromatic chemicals and kindred products for the drug, food, confectionery, perfumery and soap industries are listed in the 24 page wholesale price list for November just issued by the Dodge & Olcott Co., 180 Varick St., New York, N. Y. The catalog is conveniently indexed for ready reference.

**Shaving Creams and Terpineol** are the two subjects treated in the November issue of *Schimmel Briefs*, No. 32 issued by Schimmel & Co., 601 West 26th St., New York, N. Y.

**Useful Accessories to Save Time** in testing and formulation, such as a new laboratory colloid mill, polarizer-analyzer, clarity tester, a small portable scale, a portable viscosity tester and a compact specimen and sample storage set are listed and described in the leaflet just issued by the Laboratory Equipment Co., 146 Lafayette St., New York, N. Y.

"Bakelitems" is the title of a striking leaflet in color issued by the Bakelite Corp., 247 Park Ave., New York, N. Y., to furnish authoritative information concerning the development of its resinoid products. In the latest issue Bakelite transparent molding materials are described and illustrated.

**A Convenient Vest Pocket Diary** is being sent to the trade by the Interstate Color Co., 5 Beekman St., New York, N. Y. The diary is uniform in size with previous editions and is bound in leather. In addition to containing space for a diary and telephone numbers, it contains a monthly journal and also much useful data of interest to everyone such as postage rates, legal holidays, postal distances and time from New York City.

and similar useful information of value to the business man.

**A new wholesale list** which covers their complete line of essential oils, drugs, balsams, etc., has just been issued by James B. Horner, Inc., 215 Pearl St., New York, N. Y., and includes several new items offered for the first time. The list is eliciting gratifying response not only from their domestic friends of recent as well as long standing acquaintance, but also from abroad.

"Your Hand, Madame" is the subject of an interesting sixteen page leaflet written by Princess Alexandra Kropotkin for the Revlon Nail Enamel Corp., New York, N. Y. Hands, according to the author disclose our character, reveal our taste and breeding and unmask our individuality.

**The Blue and Gold Line of Toiletries** is listed and illustrated in an attractive catalog issued by the House of No. 4711, Ferd. Muhens, Inc., 23 West 45th St., New York, N. Y.

**Much Practical Information** for the Hair Dresser and beauty culturist is given in the November issue of *Harper Method Progress*, a house organ issued by Harper Method, Inc., 1233 East Main St., Rochester, N. Y. A feature of the November issue is an interesting article on "Cooperative Public Relations for Beauty Culture" by Florence E. Wall, F. A. I. C.

**The New All Glass Brick Building** now being erected for Magnus, McCabe & Reynard, Inc., at 16 Desbrosses St., New York, N. Y., is featured in the November-December catalog of the company. It is uniform in size with the previous catalogs issued by the company and gives a complete listing of all the varied essential oils, aromatic chemicals, flavoring materials and basic perfuming products offered by the company.

"The Quest for Beauty in the Library" by Florence E. Wall, F. A. I. C., is featured in *Special Libraries* for November 1937. This is based on a talk to the science-Technology and Biology Divisions of the Special Libraries Association during its convention last June. The article evaluates the literature on cosmetics and concludes with a comprehensive bibliography.

**BEAUTY, color and simplicity are combined in making these containers appealing and distinctive. CONTINENTAL'S specialists in "packaging to sell" recognize the importance of consumer convenience and display as well as filling, shipping and other production factors. That's why so many manufacturers have found CONTINENTAL service helpful.**



**Continental Can Company**



## .. INSURE ENTHUSIASTIC CONSUMER ACCEPTANCE WITH APLI COSMETICS

*The* distinguished clientele APLI is privileged to serve reports sales increases for 1936 considerably in advance of the industry as a whole.

Our customers unanimously attribute this gratifying result to the simple but vital fact that the uniformly superior qualities of APLI lipsticks, rouge and other cosmetic specialties receive the *enthusiastic* acceptance of consumers.

### AMERICAN PERFUMERS' LABORATORIES, Inc.

*Makers of the World's Finest Cosmetics*

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

*In Canada: 1015 St. Alexander Street, Montreal, Quebec*

PRIVATE BRANDS EXCLUSIVELY • PRODUCTS LIABILITY INSURANCE

ROUGE SUPREME, brilliant tones of uniformly fine particles • LIPSTICKS APLI, super indelible and non-drying • FACE POWDER APLI, velvety textured, remarkably adherent • MASCARA APLI, non-irritating and tear proof • EYE SHADOW APLI, delicate, illusive shades

IS YOUR PACKAGE A  
*wall-flower?*



Help popularize  
your product  
with an  
**OWENS-**  
**ILLINOIS**  
*Salespackage*

● Poor wistful Louise — hasn't learned that a spark of smartness in dress and make-up works wonders in bringing popularity.

Perhaps your sales are suffering from "wall-floweritis"—due to a slightly out-of-date package? It's worth looking into! A good plan

● *The Duo-Oval, Pat. No. 90023, offers the economy of a single container with two distinctive labeling areas. Shown here with handsome Causal caps.*

is to submit your *entire* packaging problem—including container, closure, label and carton—to careful analysis by Owens-Illinois Packaging Research. Their practical suggestions—based on long and broad experience—usually mean greater sales for manufacturers of cosmetics and proprietaries. Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.

**ART TUBE COMPANY**

IRVINGTON · N. J.

*Even better equipped to supply  
the increasing demand for*

**ART TUBES  
APPLICATORS  
SPOUTS**

In this spacious new plant—Increased production facilities enable us to take care of all orders with unusual promptness, regardless of quantity. . . . Skilled personnel and exacting supervision guarantee the same high quality that has made ART TUBES, APPLICATORS and SPOUTS increasingly favored by distributors and consumers alike.

We thank our many clients and friends who have made this success possible. And we look forward to serving other tube users who want reliable tube performance at the right price.

## HERE and THERE

► Gene Colman has severed his connection with Colonial Dames, Inc., Los Angeles, to take the position of sales manager with Juliette's Nailowax, Los Angeles.

► The Brunswig Drug Co., Los Angeles, is a new member of the California Cosmetic Association.

► For the third consecutive year, McCormick & Co., Inc., Baltimore, Md., gave to all its employees a fine large turkey for Thanksgiving. Four hundred twelve pound birds were distributed.

► Pepsodent Co., Chicago, has appointed Charles Luckman, vice-president in charge of sales and advertising. Mr. Luckman was formerly vice-president in charge of sales.

► A. J. Krank Manufacturing Co., St. Paul, Minn., announces the appointment of Drug Trade Products, 544 S. Wells St., Chicago, Ill., as its sales agent.

► Rupert Watson, general manager of Firmenich and Co., New York, N. Y., with his characteristic energy, covered seven Middle Western states within three weeks recently. He arrived back at his office in ample time for the Thanksgiving festivities.

► Dorothy Perkins Co., St. Louis, has appointed L. M. Baker sales manager. Mr. Baker was formerly with the Barton Mfg. Co.

► Miss Yvonne Webel has joined the staff of Parfums Chevalier Garde, New York, as special representative. Miss Webel was formerly associated with Prince Matchabelli Inc.

► Michael Lemmermeyer, president of Aromatic Products, Inc., New York City, has returned from a seven weeks' trip throughout the middle west and the south, where he called on all branch offices of his company and the trade in those territories.

► Chris. Nelson, formerly with Albert Albek, Inc., and Studio Cosmetics, has opened his own laboratory

at 1654 North Harvard Ave., Hollywood. Mr. Nelson will produce private label cosmetics for the trade.

► Marsek Laboratories have moved their plant from Santa Monica Blvd., Los Angeles, to new and larger quarters at 5110 Marathon Blvd., Hollywood.

► Captain A. H. Church, vice-president of No-Kap Closures (U.S.A.), Inc., Providence, R. I., was a member of the reception committee when the Duke and Duchess of Kent visited the Over-Seas League House in London, England, on November 3. The Duke of Kent, brother of King George VI, is President of the Over-Seas League. Captain Church has been in England for the past two months on a combined business and pleasure trip and is a member of the Over-Seas League.

## PERFUME MAKING SETS FOR CHILDREN

A New Toy Offering Educational Possibilities of Interest to the Perfume Industry

by JOSEPHINE ST. MARY

DEEP inside us all, and particularly in childhood, is the love of making things ourselves. Catering to this trait in the youngster, the writer recently introduced a perfume chemistry set, designed to teach children how to make perfumes of various types in much the same way the familiar chemistry sets show boys how to make different articles in daily use.

This kit is marketed under the



trade name "Per-Chem". It includes 14 perfume chemicals: amyl cinnamic aldehyde, benzyl acetate, citronellol, geraniol, hydroxycitronellal, terpineol, isobornyl acetate, eugenol, phenyl ethyl alcohol, violet ketone (a mixture of alpha and beta ionones) coumarin, vanillin, heliotropin and musk ketone. It contains in addition, a supply of alcohol, dyes, and apparatus consisting of individual droppers for each liquid

chemical, a measuring spoon for the solids, mixing glass, stirring rods, storage bottles, and a book of blotters for odor testing. Everything is provided for the embryo perfumer—ingredients, equipment—even fancy gift bottles for the finished products.

The book of instructions includes simple directions for making various floral perfumes, as well as descriptive material on the history of perfumery, natural perfume oils, the progress of synthetic perfume chemistry and the place of perfumery in industry (in treating fabrics, paper, etc., to erase processing odors).

In the short time in which this set has been on the market and in spite of a lack of large scale promotional efforts, "Per-Chem" has had a very gratifying sale and appears now to be headed for success in the toy field.

Aside from any material success this venture may enjoy, it seems to the writer to have a deeper significance to the perfume industry: it will teach many girls and boys something of the manufacture and use of perfumes. It should ultimately cultivate not only the broader use of perfumes but by inducing experimentation with a variety of odors generate an appreciation and a desire for good perfume which should carry over to later life. Certainly, a great many little girls will learn early in life to love perfume by making their own. Perhaps, out of all this juvenile experience America will produce some day a perfumery genius of its own.

## REVIEWS OF TECHNICAL BOOKS

**MAN IN A CHEMICAL WORLD**, by *A. Cressy Morrison*. 292 Pages. *Charles Scribner's Sons, New York and Charles Scribner's Sons, Ltd., London*. Price \$3.00.

Dr. Morrison's book is perhaps the best in the series of popular science volumes designed to acquaint the layman and the student with the wonders of chemical science. The author has an interesting and lively style and while the book is perhaps somewhat too detailed for the average casual reader it will undoubtedly find a wide audience and do much good.

Food, medicines, transportation, cosmetics and toilet articles, household conveniences and many other essentials to modern well being are discussed and described from the chemical standpoint and at the close, the reader cannot help but be impressed with the debt which all of the processes of living in a highly complicated world owe to the rapid advance of chemical science.

S. L. M.

**CATALYSTS**, by *G. M. Schwab, Hugh S. Taylor and R. Spence*. *D. Van Nostrand Co., Inc., New York City*. 1937. 6 x 9 1/2 inches. Illustrated. 357 pages. Cloth covered. Price \$4.25.

The original of this book was published in German. The present edition contains additional references from the literature.

An up-to-the-minute book giving the fundamental principles of catalysis in a clear and understandable manner. It is a thoroughly practical treatment, showing the bearing of catalysis on industrial processes, chemical principles and biological phenomena.

This book is especially useful to physical chemists, particularly those in manufacturing plants where catalysis plays an important role in the synthesis of new compounds and the regular manufacture of others.

On page 171, the authors give an interesting definition of *auto* and *anti* oxidants. On pages 170 and 176 is described the action of copper as an *auto-oxidant* for sulphite. On page 181, a complete chapter is devoted to the adsorption phenomena. These are some of the highlights.

Catalysis offers an explanation to

numerous phenomena common to cosmetic practice. The chapters and pages above mentioned give an insight to this.

We recommend this book to those with some training in physics and chemistry, and who are connected with the technical phase of toiletries.

M. G. DE N.

**COLLOID CHEMISTRY**. *Jerome Alexander*. 528 pages, illustrated. 5 3/4 x 8 3/4 inches. Cloth covered. Published by *D. Van Nostrand Co., Inc., New York City*. 1937. Price \$4.50.

This is the fourth edition of Jerome Alexander's well known work. It is completely revised and larger than the former edition.

One does not realize just how much of our daily scientific practice either has some bearing on colloids, or how colloids affect the behavior of other sciences. Mr. Alexander explains colloid principles and methods starting with the fundamentals, then brings in applications to many phases of chemical work. Interesting applications of colloids in emulsification, detergent action, soaps, chemical analysis, vitamins, hormones, etc., make illuminating reading.

Technicians in all industries should have some text on colloids, and this one offers the application of colloidal behavior in greater length and detail than many similar books.

M. G. DE N.

**FORMULAIRE DE PARFUMERIE**, by *Rene Cerbelaud*. Tome III. Published by the author at 223 Rue de l'Universite, Paris (VII<sup>e</sup>). In French. 1117 pages. Price 200 Francs, 6 x 10 inches. One volume. 1936. The prolific and versatile Cerbelaud again shows his ability both as a cosmetic and perfume chemist, as well as publisher. The book is well printed and bound.

Among the subjects considered in this volume are vitamin and hormone creams, to which almost 70 pages are devoted. An error on page 42 says that vitamin D favors the growth of yeast, that the factor E is antirachitic, factor F is needed for reproduction and factor P is the anti-pellagra substance. Anyone a-

quainted with vitamins can see the mistakes. In both these sections, the work of Winter, Williams, Augustin, and de Navarre is not mentioned, though some of this was the first published on the cosmetic use of these substances.

The section on facial masks is very good. The author gives a wide range of formulas, some of which this reviewer has tested. Another interesting and useful chapter is a rather short one on antiseptics and preservatives. A chapter of almost 50 pages of color data, gives their many and wide uses. The section of 160 pages on dentifrices is typically European, with many formulae that are questionable as to their merit, for instance those including stovarsol (an arsenical for treating spirochetic infections) and vaccines. The section on American dentifrices includes only mouth washes. The section on eye preparations is interesting. Ten pages on breast preparations of all types are included. Almost 150 pages are devoted to hair dyes, in which a table of metallic salts and their tolerance by the Comité Consultatif d'Hygiène shows that salts of antimony, bismuth, cadmium, mercury and lead are not tolerated. A few other subjects discussed are shaving lotions, incense, bath salts, absorption bases, vinegars and perfumed lotions.

Addenda describe a few novel specialties, among which are "Yasminia," "Exaltolide," "Civettone," "Corps Orange," methyldecal ketone, dodecolide, acetate of benzyl-ethyl-carbinol, convallarol, "Habana XII" and "Narcetone." An index with a few pages of advertising complete the book.

After reading these 1117 pages, I get the following conclusions: this is an useful addition to the library; it reflects a strong European taste; some of the data will never be useful to American manufacturers because of the standards we have here, both from the legal and consumer point of view; the information is authoritative, therefore dependable; this volume is particularly useful if you have the previous two; if you are looking for novelty in a product, Cerbelaud offers many suggestions which you can work out to suit your own taste. In spite of its European character, it is a worthwhile addition to your library at the price.

M. G. DE N.

# CANADIAN NEWS and NOTES



## Marshall Elected on I. D. A. Committee

Clifford Marshall has been elected to replace Ernest Rutherford of the Rutherford Drug Stores, Toronto, on the I. D. A. Committee of the Drug Trading Co. Mr. Rutherford was compelled to resign from this committee through pressure of his own business.

## Palmolive Introduces Christmas Package

Colgate, Palmolive, Peet Co., Ltd., Toronto, have introduced for the Christmas selling trade a smart Palmolive Christmas package containing four cakes of Palmolive soap along with a brightly colored attractive 1938 calendar. This arrangement makes possible four sales in one at the full regular price to the druggist with a complete profit in every case. Strong advertising to the trade takes place featuring these Christmas packages containing the new improved Palmolive Soap.

## Tamblyn Report Shows Increase

A notable increase in volume of business during the third quarter of the year was reported by G. Tamblyn, Ltd., Toronto, in its quarterly report to shareholders announcing payment of dividends. The president, W. E. Corlett said in his report that the new store in Ottawa, the 63rd store in the Tamblyn

chain, is doing well. He also said that modernizing of the King St. store in Hamilton and the St. Clair Ave. and Younge St. store in Toronto have increased business at these locations.

## Ontario Druggists Membership Drive

The Windsor district of the Ontario Retail Druggists Association recently passed a unanimous resolution to support a movement to bring about 100 per cent membership in the Ontario Retail Druggists' Association. The movement is planned to have the Ontario College of Pharmacy collect annual O. R. D. A. fees of \$2.00 from every druggist in the province in addition to regular annual license fees for each store.

President W. E. Dunlop and Secretary-Treasurer A. Jacobs, who recently campaigned through the north and other parts of the province were both present at the meeting and spoke of their tour through Northern Ontario.

## Windsor Druggists Play Golf

Concluding their current golfing season, the Windsor Druggists' Golf Association held their annual field day recently. In spite of wintry weather, 76 members of the trade and friends teed off at

the Beach Grove Course. The ceremonies were in charge of "Scotty" Rae. The Johnson & Johnson cup was won by J. Cairncross, London, with a low gross score of 85. Morris Naftolin, Windsor, won the Frederick Stearns cup for the low net for the day. Ninety-four people attended the dinner following the tournament, after which the trophy awards were presented.

## Nox Labs. Under New Ownership

Sale was recently concluded of Nox Laboratories, Toronto, by Colonel S. B. Scobell. Allan A. Webber now becomes managing director. Mr. Webber is a 1931 graduate of the Ontario College of Pharmacy and for several years has operated two drug stores in Toronto, the Dovercourt Pharmacy and the Davenport Pharmacy, both of which he intends to continue.

## New Liggett Store in Toronto

The latest addition to the chain of drug stores operated by the Louis K. Liggett Co., Limited, located on Eglinton Avenue W., Toronto, will provide a great number of ideas for druggists planning new stores or modernization of their present stores. It is stated by Liggett executives that every known feature of modern scientific drug store designs from fountain to dispensary has been incorporated in this store.

## George E. Hughes

Following two years of ill health, George E. Hughes, one of Canada's oldest druggists and Honorary President of the Prince Edward Island Pharmaceutical Association, died at this home in Charlottetown, Prince Edwards Island last month. He was 85 years of age.

(Continued from page 33)  
nium between Gagri and Suchum. In Krimea, the finest quality of lavender, equal to French Barreme, is grown. Also clary sage and rose are cultivated. The latter was brought from Kazanlik. This venture has shown remarkable results.

#### Aromatic Chemicals Made From Coriander Oil

The Soviet production of coriander oil is very large although they don't expect to satisfy the world's demands in the near future, as they consume the oil themselves, using it as basic material in the production of linalool, linalyl acetate, decyl aldehyde, decyl alcohol, geraniol, citral, ionone, alpha and beta ionones, methyl ionone, and citronellol and they are experimenting in the production of hydroxicitronellal and dimethyl and diethyl acetals of hydroxicitronellals. They are also experimenting quite successfully in the production of farnisol using coriander oil as a base.

The above mentioned aromatic chemicals produced from coriander oil are not as economical as they would be if produced from their commercial sources such as bois de rose, citronella and lemon grass oil, but they are better and finer, having the finer odor, without any harshness whatsoever.

The motto of the directors of the Soviet plants, is to get the best, irrespective of its cost, and although coriander oil is a very expensive source to produce the foregoing aromatic chemicals, still it is preferred to cheaper sources.

#### Essential Oil Industry —What it Produces

The essential oil industry is managed by a trust known as "WEMST," abbreviated meaning of All Union Essential Oil Trust. They produce the following essential oils: Angelica (seed and root), anise seed, birch, birch tar, salamus, caraway, celery, coriander, fennel seed, hyssop, iris concrete and liquid, juniper berries, lavender flowers, lavender aspic, lovage, majoram, mustard seed, origanum, parsley, pine-needle, rue, spearmint, thyme, wormwood, wormseed. Peppermint oil, of high menthol content, is produced in crude and rectified form. Of citrus

oils, tangerin is produced on a commercial scale. Lemon and orange oils are produced at present in small amounts due to the shortage of fruits. In the near future, they expect to considerably increase their production as they have increased the acreage by planting citrus fruit. The same applies to petitgrain oil. Neroli oil is the next step which they are interested in developing.

Upon my suggestion, possibilities of producing genuine cognac oil were investigated. It was found that in places where wine is produced (Southern Ukraina, Krimea, Northern Caucasus and middle Asiatic Republics), this is very possible. The experiments have shown good results. Apparatus to produce this oil from the yeast which remains as a by-product of wine fermentation, is being installed under supervision of the Leningrad Chemical Combine. The production of cognac oil will begin this fall in two ways by means of distillation and petroleum ether extraction.

#### Perfume and Cosmetic Industry

The perfume and cosmetic industry was directed by the very capable Madame P. S. Czernuchina, the wife of the Premier of the Soviet Union V. Molotov. Recently she was appointed as a Vice-Commissar of the Food and Allied Industries. Not only perfumes and cosmetics are made, but also a great number of beauty salons are being established in different cities of the Soviet Union.

#### How Cosmetics Are Merchandised in Russia

The function of beauty salons is not to sell, but cultivate the use of cosmetics among the Soviet population.

In large cities, all over, one can notice many advertisements of the "Te-Je." They advertise a full line of cosmetics, soaps, tooth pastes and powders with educational descriptions, which give the user information as to the use and quality of the product. These advertisements are placed on important thoroughfares and boulevards, of cities, being illuminated at night. They are also quite noticeable in beautiful lobbies of Moscow subway stations, also in street cars, busses, etc.

I visited last summer in Moscow a public park, which was used exclusively to display perfume and cosmetic products. This park had many kiosks, demonstrating the use of cosmetics which they had beautifully displayed.

#### Important Synthetics Produced by Te-Je

"Te-Je" which abbreviated means "Fat Trust" was originally organized at the slaughter houses for the production of soap from animal fats. In their aromatic chemical plant No. 8, in Moscow, the following synthetics are successfully produced: Alpha amyl cinnamic aldehyde, geraniol, citronellal, rhodinol, musks, (all varieties), indol, scatol, phenyl ethyl alcohol, phenyl acetaldehyde, phenyl acetic acid, linalool, ionone, decyl aldehyde, ethyl vanillin, benzyl alcohol, benzyl acetate, methyl and ethyl anthranilate, and many esters, ketons, ethers, aldehydes, also undecalactone, which is used in many perfume creations and in the flavoring industry. This plant and others in the near future will be transferred to the city of Kaluga about 150 miles south of Moscow, where the "Te-Je" is building a huge combine for the centralized production of aromatic chemicals.

#### All American Equipment in Cosmetic and Soap Plants

In the cosmetic and soap field, two large size plants are maintained in Moscow, employing many thousands of people. These plants are practically employing all American equipment, in the form of kettles, mixers, conveyers, automatic filling, labeling and wrapping equipment. The same applies to Leningrad plants, which produce soaps and cosmetics. There are subsidiary manufacturing plants which are located in various cities of the Soviet Union. These plants are supplying the identical materials to the rest of the population of the Union.

In Leningrad, there is a large plant of the Food Chemistry Combine, employing over two thousand people. This plant produces benzaldehyde, free from chlorine on a very large scale. The product is made by the contact method directly from Toluol. They also produce vanillin from ortho-anisidine, heliotropin, anisic

(Continued on page 81)

# TURNER TUBES



SMART

MODERN

DURABLE

UNIFORM

Manufacturers of  
COLLAPSIBLE  
TUBES since  
1898

COLORFUL

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

# ROWELL PAPER BOXES...



A Rowell-made box is always an important sales asset for powder or perfume. It offers a definite standard in quality construction, in long-use utility, that consumers appreciate. You are invited to join the ever-expanding list of satisfied Rowell clients. Send us your specifications and we will gladly submit samples.

This square hinged face powder box is typical of the sturdy and careful construction of Rowell-made boxes.

## E. N. ROWELL CO., INC. BATAVIA, NEW YORK

New York Office:  
SEWELL H. CORKRAN . . . . . 30 East 42nd St., Phone: MURRAY Hill 2-3447  
Chicago Office:  
HAROLD G. MacKAY . . . . . 444 W. Grand Ave., Phone: SUperior 1676  
Hollywood, Cal., Office:  
C. H. E. DUNN, Guaranty Bldg., 6331 Hollywood Blvd., Phone: Hollywood 0111  
Boston Office:  
H. P. TUCKER . . . . . 52 Chauncey Street, Phone: Hancock 0398  
St. Louis Office:  
THE DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St., Phone  
Central 3544  
Detroit Office:  
H. E. BROWN, 2842 W. Grand Blvd., 319-321 Curtis Bldg., Phone: Trinity 2-0191

# O & A

The department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as possible. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

## 157.—ALMOND HAND LOTION

Q. We are making an almond hand lotion containing triethanolamine, stearic acid, oil and a quince jelly, and have experienced a slow breaking down of the emulsion, probably due to fermentation. We would appreciate your advice as to the proper preservative and any other suggestions you may offer.—B. S., Michigan.

A. If your product is alkaline in reaction, which it probably is, the best all-round preservative would be methyl-p-hydroxy benzoate, 1:750. Names of suppliers will be found in the Preservatives Bulletin issued by *The American Perfumer* free, on request. Breakdown may or may not be due to fermentation. If emulsification is wrong, this may be the troubling factor. If you are not using an excess of stearic acid, you might get separation. However, try the preservative angle and if this doesn't work, let us know and we'll try another way out.

## 158.—QUINCE LOTION

Q. We are making a quince lotion, containing tragacanth but no preservative other than ethylene glycol, alcohol and perfume. Our lotion thins down considerably on standing. What preservative would you recommend?—S. M., New York.

A. You will have to conduct a little experimental work to determine the exact cause of the thinning. Tragacanth unless handled a certain way, will thin out when made into a mastic. Unless you have about 15 to 25% alcohol, you will get little or no preservative action from it. We would suggest you replace ethylene glycol with either propylene glycol

or carbitol, since there seems to be some question about its toxicity to humans. We recommend either methyl p-hydroxy benzoic acid or benzoic acid if the product is acid. In either case use 1:750 of the preservative. Sources of supply have been sent you by mail, as well as the Bulletins you requested.

## 159.—MASSAGE CREAM

Q. In looking over your *Desiderata* for a formula for starch rolling massage cream, we couldn't find any. Will you kindly furnish us with the same?—E. B., Tenn.

A. Mr. de Navarre, the writer of *Desiderata* tells us that he doesn't recall ever publishing a formula for starch massage cream. Our files have no such information either. Accordingly, we suggest you make a starch paste of a consistency suitable to you, and include some soap as lubricant. A little glycerite of starch might help keep the product from drying out. A preservative will have to be used. Color if desired.

## 160.—LABELING DIFFICULTIES

Q. We read each month with interest the page in your journal under the heading "Improving Production." We were especially interested in the article appearing in the October issue entitled "Eliminating Label Difficulties." What sort of humidifying device do you suggest for this work? We have found that labels which are varnished on one side usually curl very badly. We presume the same thing applies to soap wrappers as well as labels. Have you ever had any instances of labeling machines becoming charged with static electricity and causing trouble?—A. J. C., Ontario.

A. The humidifying device we have used has been home-made with fine water mist sprayed by means of compressed air. If interested to that point, you can doubtless secure satisfactory equipment from the American Moistening Co., Providence, R. I. With reference to your question relative to static electricity on labelers, ordinarily if the motor switch is mounted on the frame of the labeler the conduit will ground the machine. As an extra precaution it is well to ground the labeler by means of a copper cable or heavy wire to a water or sprinkler pipe. At least that is what we have always done.

## 161.—MUSCLE OIL

Q. Can you suggest a good formula for a muscle oil? In your Absorption Base Bulletin you suggest a tissue cream formula. What do you mean by absorption base or I should say what kind do you suggest? What do you suggest as preservative?—M., Canada.

A. A muscle oil is basically made from castor oil, with a sufficiency of other vegetable oil to reduce its viscosity. You can use as a starter a mixture of 66% castor oil and 34% corn oil. Perfume and preserve. The absorption base mentioned in your Bulletin is any one of those listed at the end of the Bulletin. A preservative that will be useful is 1:750 of propyl p-hydroxy-benzoic acid.

## 162.—THROAT CREAM

Q. An important outlet for which we furnish private brand merchandise wishes us to supply a high grade "Throat Cream" which is to be used in correcting appearance of throat and neck. We will sincerely appreciate your suggestions for formulas and procedures.—M. N. Illinois.

A. We suggest a soft cream with a small amount of drag in it. Such a cream can be based on absorption bases. Try this as a base for your experiments: absorption base 35 parts, oil 5 parts, water 60 parts, with preservative and perfume as needed. Melt the oil and absorption base and bring to about 45° C. Separately warm the water to this temperature. Add the water to the oil mixture with rapid agitation, perfuming when the emulsion seems complete. If preservative is used, dissolve in the oil or water as the case may be.

## COMPAGNIE DUVAL

*At this happy season  
We wish to thank  
The friends who have  
Favored us with  
Their patronage and  
To include in our  
Greetings also those  
We hope to serve...  
May our future relations  
Ever reflect the  
Good fellowship of the  
Holiday Season*

**A MERRY CHRISTMAS  
AND A  
HAPPY NEW YEAR  
TO YOU**

**COMPAGNIE DUVAL**  
121-123 East 24th Street  
New York City

## Your own brand of cosmetics . . .

must bring you a satisfactory profit—but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



*We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!*

### CREAMS

Acne  
All Purpose  
Bleach  
Cleansing  
Cocoa Butter  
Cold  
Foundation  
Lemon  
Tissue  
Beauty Mask  
Clay Pack  
Deodorant

**SUNDRIES**  
Rouge Compact  
Lip Sticks

### Sundries (Cont'd) Liquids (Cont'd)

Cream Rouge After Shave  
Eye Shadow Lotion  
Dusting Powder Deodorant

### LIQUIDS

Perfumes  
Toilet Water  
Shampoo  
Hair Tonic  
Lotions  
Skin Tonics  
Astringent  
Brillantine  
Powder Base  
Muscle Oil

### FACE POWDER

More than 70 shades of the highest grade in Light, Med. and Heavy weight carried in stock. The quality of our Face Powder has a world wide reputation.

*The* **Klinker**  
MFG. CO.

9200-9210 Buckeye Rd., Cleveland, Ohio

# PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

## PATENT AND TRADE MARK DEPARTMENT,

THE AMERICAN PERFUMER,  
9 East 38th St., New York City.

## Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

378,481.—See Illustration. Cornelia W. Davenport, Philadelphia, Pa. (Mar. 6, 1930.)—Dry rouges, face powders, body powders, bath salts, bath powders, and perfumes.

383,486.—"Sandra". Sandra, Inc., also doing business as Sandra, Hollywood, Los Angeles, Calif. (Apr. 21, 1932.)—Cosmetics and toilet preparations.

383,769.—See Illustration. Emil Einhorn, New York City. (Sept. 15, 1936.)—Cleansing cream, lipstick, face powder, rouge and nail polish.

384,361.—See Illustration. Pinaud Inc., New York. (Sept. 18, 1936.)—Travelers toilet article kit fitted with shaving lotion, shaving cream, talcum powder, and hair

lotion, with space for other articles.

384,798.—See Illustration. Johannes Karbe, Berlin, Germany. (Dec. 1932.)—Cosmetics, perfumes, creams, and like preparations.

385,071.—See Illustration. Style-Brow, Inc., Central Valley, N. Y. (May 27, 1930.)—Cream for the relief of pain in eyebrow tweezing.

386,654.—See Illustration. National Retailer-Owned Grocers, Inc., Chicago, Ill. (Oct. 13, 1936.)—Laundry soap, soap chips.

387,088.—See Illustration. Maison-Jeurnelle-Seventeen, Inc., New York City. (Oct. 29, 1936.)—Toilet preparations.

387,481.—See Illustration. L. H. Meadows, Seattle, Wash. (Jan. 2, 1936.)—Hair dressing, scalp tonic, cold cream, face powder, face lotion, and lipstick.

388,832.—See Illustration. Floyd R. Dudgeon, doing business as Lyric Beauty Products, Oakland, Calif. (Dec. 15, 1936.)—Beauty products.

392,969.—See Illustration. E. A. Farron, Los Angeles, Calif. (May 5, 1937.)—Preparation for an application for use as a

shampoo for the scalp to remove loose dandruff and as a disinfectant wash for the hands and body.

393,333.—See Illustration. Hecker Products Corp., New York City. (Mar. 3, 1937.)—Common soap and laundry soap.

394,592.—"Eye-Dew". Dew Cosmetics, Inc., New York City. (June 21, 1937.)—Eye lotion.

394,770.—See Illustration. Whyex Laboratories, Inc., Manville, N. J. (Aug. 15, 1934.)—Manicure preparations.

394,832.—"APHRODISIA". Fabergé Inc., New York City. (Feb. 2, 1932.)—Perfume, toilet water, face powder, talcum powder, face creams, lotions for the skin and hair, and shampoos.

395,119.—See Illustration. Constance Bennett, Inc., Los Angeles, Calif. (June 9, 1937.)—Cleansing cream, stimulant cream, absorbent cream, skin tonic and astringent, protective lotion, cream rouge, powder base, complexion base, face powder, eye shadow, and lipstick.

(Continued on page 77)





# TH. GOLDSCHMIDT CORP.

153 WAVERLY PLACE  
NEW YORK CITY, N. Y.

**BRANCHES:** 245 Union Boulevard, St. Louis; 2260 East 15th Street, Los Angeles; 325 W. Huron Street, Chicago; 80 Boylston Street, Boston; 64 Wellington Street West, Toronto

# PURE \*



# \* & \*

## S. D. ALCOHOLS

One hundred years of experience behind U.S.I. products assure you of consistent purity. Fifteen U.S.I. sales divisions throughout the country are your guarantee of prompt deliveries and ready service. Insure yourself with this double protection—uniform products and efficient service—by specifying U.S.I. alcohols.

**U. S. INDUSTRIAL ALCOHOL CO.** 60 EAST 42ND STREET, NEW YORK  
BRANCHES IN ALL PRINCIPAL CITIES

### *World's Largest Producers of Industrial Alcohol*

(Continued from page 75)

395,149.—See Illustration. Pike & Davis, Inc., Seattle, Wash. (June 25, 1937.)—Oatmeal cleansing cream, carrot cream (a tissue builder), and acne and bleach cream.

395,285.—See Illustration. Spiros Coochicos, New York City. (July 2, 1936.)—Preparation for removal of dandruff, hair tonic, preparation for prevention of falling hair, preparation for adding lustre to hair.

395,468.—See Illustration. American Tropical Products Co., Inc., New York City. (Apr. 26, 1937.)—Face creams, cold creams, massaging solution, face and hand lotions, etc.

395,573.—See Illustration. Marton Freres, Inc., New York City. (Dec. 15, 1936.)—Cosmetics, particularly for perfumes.

395,603.—See Illustration. Abbé Wallace Cosmetics, Inc., Atlanta, Ga. (June 25, 1937.)—Perfume, vanishing cream, bleaching cream, hair dressing, face powder, and incense.

395,641.—See Illustration. Ernestine O. Fowler, doing business as Betty Wales Cosmetic Co., San Francisco, Calif. (June 1, 1936.)—Cosmetic liquid preparation for the treatment of the skin.

395,695.—See Illustration. Harriet Hubbard Ayer Inc., New York City. (June 16, 1937.)—Perfume.

395,825.—See Illustration. Hearn Department Stores, Inc., New York City. (July 20, 1935.)—Cosmetics.

395,889.—See Illustration. Walgreen Co., doing business as Carrel, Chicago, Chicago, Ill. (Sept. 1928.)—Deodorant.

396,056.—See Illustration. Jaymar's Inc., Denver, Colo. (June 28, 1937.)—Skin lotions.

396,037.—See Illustration. Christopher Luckhaupi, Jamaica, N. Y. (July 19, 1937.)—Face creams.

396,465.—“REFRESH—O-PADS”. Jules M. Marton, Chicago, Ill. (Mar. 1, 1937.)—Flannel pads impregnated with a cosmetic cleansing lotion.

396,474.—See Illustration. Sears, Roebuck & Co., Chicago, Ill. (June 29, 1937.)—Toilet soap.

396,478.—“RID”. Paul Rosen, doing business as Rid Co., New York City. (July 16, 1937.)—Mouth deodorant.

396,545.—See Illustration. Parfums Blanchard Inc., New York City. (1930.)—Cosmetics.

396,624.—See Illustration. Welch & Johnson Mfg. Co., Chicago, Ill. (Apr. 15, 1937.)—Dandruff oil and hair tonic.

396,740.—“Artblend”. George E. Kobolt, doing business as Artblend Cosmetic Studios, Chicago, Ill. (June 1, 1931.)—Hand cream, face powder, cuticle oil, facial masque, cuticle cream, brilliantine, nail polish, etc.

396,770.—See Illustration. Euromerica Medical Products, Inc., New York City. (Apr. 30, 1935.)—Lotion for the eyes.

396,829.—See Illustration. Nourishine Sales Co., Los Angeles, Calif. (Aug. 3, 1937.)—Dandruff removing tonic, gray hair tonic, hand lotion, olive oil shampoo, hair rinse, and hair bleach.

396,922.—“SUN-DARE”. Kilgore Development Corp., Washington, D. C. (Aug. 26, 1937.)—Suntan lotion.

396,956.—“TWIS-YONG”. Harvey L. Hanshew, doing business as Twis-Yong Co.,

Indian, Va. (Aug. 26, 1937.)—Hair preparation.

396,978.—“MARINE”. Central Soap Co., St. Paul, Minn. (1902.)—Soap powder.

397,034 and 397,035.—See Illustration. Los Angeles Soap Co., Los Angeles, Calif. (June 7, 1933.)—Toilet preparations.

397,209.—See Illustration. James E. Lanphear, Glendale, Calif. (July 1, 1937.)—Milk beauty bath preparation.

397,218.—See Illustration. Lehn & Fink Products Corp., Bloomfield, N. J. (July 8, 1937.)—Lipsticks.

397,226.—“STAY-UP”. Pinaud Inc., New York, N. Y. (Aug. 10, 1937.)—Toilet water.

397,227.—“POND'S”. Pond's Extract Co., New York City. (July 19, 1933.)—Skin freshener and tonic, liquefying cream, and cream lotion.

397,228.—See Illustration. Pond's Extract Co., New York City. (June 21, 1937.)—Cream lotion.

397,242.—See Illustration. Bullock's, Inc., Los Angeles, Calif. (July 3, 1937.)—Face, skin and massage creams, pastes, oils, lotions and powders, nail preparations, perfumes and toilet water, rouge and lipstick.

397,243.—“SPORT WEAR”. George W. Button Corp., New York City. (Aug. 31, 1937.)—Talcum, dusting powder, bath crystals, perfume, toilet water, and sachet.

397,261.—See Illustration. R. H. Macy & Co., New York City. (Feb. 1931.)—Soap chips.

397,332.—See Illustration. The Erasmic Co., Ltd., Warrington, England. (June 4, 1925.)—Toilet soap and shaving soap.

397,333.—See Illustration. The Erasmic Co., Ltd., Warrington, England. (June 4, 1925.)—Lavender water, bath salts, and toilet powder.

397,416.—“SAINTS RELEASE”. Parfumerie St. Denis, New York City. (Sept. 3, 1936.)—Toilet preparations.

397,594.—“Rex-Optex”. United Drug Co., Boston, Mass. (Nov. 17, 1936.)—Eye lotion.

397,720.—See Illustration. Park & Tilford, New York City. (Sept. 2, 1937.)—Perfumes.

397,737.—See Illustration. Better Drug Products, Inc., Tulsa, Okla. (July, 1936.)—Hair tonic and a hair shampoo.

398,115.—“Linok”. Lino Manzoni, New York City. (Sept. 29, 1937.)—Extract for hair troubles.

398,175.—“INFANTA”. Prince Matchabelli, Inc., New York City. (Sept. 1, 1937.)—Perfumes and eau de cologne.

#### Trade Mark Registration Granted (Act of March 19, 1920)

*These registrations are not subject to opposition.*

M351,714.—“Baby Comfort”. Vadsco Sales Corp., Long Island City, N. Y. (Dec. 27, 1916. Serial No. 376,505.)—Toilet preparations.

M351,717.—See Illustration. Parfums Corday, Inc., New York City. (June 10, 1936. Serial No. 379,811.)—Cleansing cream, liquid cleanser, tissue cream, texture cream, astringent, skin tonic, etc.

M351,722.—See Illustration. S. H. Kress & Co., New York City. (Sept. 15, 1936. Serial No. 383,507.)—Facial tissues.

M351,727.—See Illustration. Jacques Kreisler Sales Corp., New York City. (Aug. 1936. Serial No. 389,071.)—Compacts and

combination vanity cases filled with powder.

M351,728.—See Illustration. Associated Merchandising Corp., New York City. (Jan. 2, 1927. Serial No. 389,814.)—Toilet preparations.

M351,736.—See Illustration. Theodore Prager, doing business as World's Best Hair Tonic Co., Brooklyn, N. Y. (Aug. 4, 1922. Serial No. 395,834.)—Preparations for the hair, including hair tonic, hair ointment, hair pomade, shampoo, dandruff remover, scalp stimulant.

M351,880.—“CHARING” Dermay Perfumers, Inc., New York. (July 6, 1936. Serial No. 382,659.)—Bath oil, sachet, bath salts, talcum powders and toilet waters.

M351,882.—See Illustration. Lavelle, Inc., Cincinnati, Ohio. (Sept. 18, 1936. Serial No. 383,534.)—Eye lotion.

#### Designs Patented

D106,647.—Cologne bottle or similar article. John D. Buckingham, Evanston, Ill., assignor to Lucien Lelong, Inc., Chicago, Ill.

D106,652.—Container for cosmetic preparations. Benjamin F. Conner, West Hartford, Conn., assignor to Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.

D106,667.—Combination bottle and closure cap. Mae Joseph, Brooklyn, N. Y., assignor to Park & Tilford, New York City.

D106,900.—Bottle. Walter Nuckols, Summit, N. J., assignor to Helena Rubinstein, Inc., New York City.

D106,976.—Combined cake of soap and support therefor. Lynde De F. Hokerk, Utica, N. Y., assignor to Kerk Guild, Inc., Whitesboro, N. Y.

D107,035.—Combined bottle and stopper. Eula Manes Stone, New York City, assignor to Prince Matchabelli, Inc., New York City.

#### Patents Granted

2,096,858.—Lip rouge spreader. Lee B. Purcell, Harvey, Ill.

2,096,975.—Combination bottle top and brush holder. Joseph Revson, New York City.

2,099,122.—Roll top container. Jacques Kreisler, New Rochelle, N. Y.

2,099,484.—Toilet appliance. Lynde De F. Hokerk, Utica, N. Y., assignor to Kerk Guild, Inc., Whitesboro, N. Y.

2,097,952.—Method of and means for facial treatments. Hans Lohr, Jackson Heights, Long Island, N. Y., assignor to Fillor Famous Facial Corp., Long Island City, N. Y.

#### Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our read-  
(Continued on page 79)

**M·W·PARSONS**  
IMPORTS  
AND  
PLYMOUTH ORGANIC LABORATORIES · INC.

TELEPHONE BEEKMAN 3-3156-3162  
CABLE ADDRESS PARSONOILS, NEW YORK

55 ANN STREET  
NEW YORK·N·Y·U·S·A·

## PLYMOUTH ANHYDROUS LANOLIN U.S.P.

We sell this Lanolin especially for drug and cosmetic purposes. It is particularly light in color, of firm body, of quite pleasant odor and of a very uniform quality. It is, of course, a full U.S.P. grade.

It is refined by a process which insures that it will turn lighter with age, which gives you the assurance that when used in cosmetic creams there will be no discoloration or darkening of your product.

A complete line of Cosmetic Raw Materials

**KRANICH  
SOAPS**

### U.S.P. POWDERED CASTILE SOAP

POWDERED NEUTRAL SOAP

SHAMPOOS (*Liquid Only*)

COCONUT • OLIVE OIL • CASTILE

Specially prepared for repackaging

CLARITY ASSURED

Send for price list and samples

**KRANICH SOAP COMPANY, INC.**  
54-60 RICHARDS STREET • BROOKLYN, NEW YORK

(Continued from page 77)

ers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER  
9 East 38th Street  
New York City

#### Trade Marks Under Unfair Competition Act of 1932

N.S. 8277.—"SOBANO". Smelling salts, bath crystals, dental cream, brilliantine, talcum powder and soap. Gerard Brothers Ltd., The Soap Works, New Basford, Nottingham, Nottinghamshire, England.

N.S. 8279.—"CLAIROL". Hair washes and shampoos, hair dyes, hair tints and hair dye removers. Lawrence Richard Bruce, Inc., New York City.

N.S. 8284.—Design of a horizontally elongated octagonal figure having the main central portion in solid color. Cosmetic creams and lotions, deodorants, sunburn preventatives. Abbott Laboratories, Ltd., Montreal, Que.

N.S. 8291.—"INDISCRET". Perfumes, colognes and toilet waters. Lucien Lelong Inc., Chicago, Ill.

N.S. 8306.—"WEST POINT". Hair tonic. Sam Hagler, trading as West Point Laboratories, New York City.

N.S. 8382.—"N". Perfumes. Lucien Lelong, Inc., Chicago, Ill.

#### Patents

369,575.—Artificial eyebrow. Anna Steinert, New York City.

369,577.—Hair restorer. Mary T. Theroux, St. Paul, Alberta, Canada.

#### Industrial Designs

11637.—Flacon de luxe consisting of octagonal base. Guerlain, Ltd., 48-50 rue Mortimer, London, England.

11640, 11641, 11642, 11643, 11644.—Plastic tube or similar article. E. I. duPont de Nemours & Co., Wilmington, Del.

N.S. 8237.—"B-K". Antiseptics, disinfectants and deodorants. Pennsylvania Salt Mfg. Co., Philadelphia, Pa.

N.S. 8241.—"JUNO". Soap and hair shampoo. Gerard Brothers, Ltd., The Soap Works, New Basford, Nottingham, Nottinghamshire, England.

N.S. 8248.—"SALTODA". Dentrifrice, mouth wash, gargle and oral and nasal antiseptic. John Murray, Stratford, Ont.

N.S. 8250.—"CORSAGE BOUQUET". Soaps and toilet preparations. Seward's Soap Co., a partnership consisting of Horace John Seward and Norman Walter Seward, Montreal, Canada.

#### SIAM SOAP INDUSTRY

The heavy decline in the imports of soap, other than toilet, from 1,294,927 kilos valued at 434,173 baht (about US\$186,694) in the fiscal year ended March 31, 1932, to 70,033 kilos with a value of 29,409 baht (about US\$12,234) in the fiscal year ended March 31, 1936, has been due to the growth of the soap industry in Siam. The principal manufacturer of soap in this country is the Siam Industries (1932), Limited, a large size British concern which engages chiefly in manufacturing soap and oil milling. The offices of the firm are in the Diethelm Building, Bangkok. The factory is at Bangkolem, Bangkok.

Second in size to the Siam Industries (1932), Limited, is the Guan Heng Soap Works, a medium size concern, whose office and factory is also located at Bangkolem, Bangkok. There are likewise two small organizations, the Lee Guan Haut Soap Works, Chinda Thavil Road, and the Lee Chiang Soap Works at Ban Mai, Wat Phya Krai, Bangkok, both under Chinese management, which engage in soap manufacturing.

modernized packages will not sell

( antique )  
FACE  
POWDER  
( )

The Modern and up-to-date  
Face Powder employs

"COTTRELL PROCESS" TALC

Sole Distributors:

Whittaker, Clark & Daniels, Inc.

260 West Broadway  
New York City

WHITTAKER

# FOR ONLY \$1

---

YOU CAN NOW GET A FULL YEAR'S SUBSCRIPTION TO ADVERTISING & SELLING—WHICH IN 14 YEARS HAS ACHIEVED UNQUESTIONED LEADERSHIP IN SERVING THOSE WHO CREATE AND USE ADVERTISING

#### OUR SPECIAL \$1 INTRODUCTORY OFFER TO THE COSMETIC INDUSTRY MAKES THIS POSSIBLE

This special half-price offer is for a limited time only—to introduce perfume, cosmetic and toilet preparations manufacturers to this helpful, practical advertising and sales magazine—which with the January issue becomes a monthly (instead of fortnightly) publication.

It becomes a bigger, even better magazine than before. We want you to know and benefit from it!

It will have a new, larger, more attractive format. Editorially it will broaden its appeal to serve all who have the problem of marketing their goods and services at a profit.

As a monthly it will divorce itself entirely from "spot news" reporting of advertising. It will devote all its editorial resources (under the able leadership of Frederick C. Kendall) to vital and helpful phases of advertising and selling.

#### AS A MONTHLY IT WILL

- give a more complete visual presentation of new photographic, printing, engraving and other important mechanics of advertising selling

- encourage and promote, by observation and reproduction, a more careful and intelligent study and use of advertising copy
- point the way to a more scientific use of advertising as an effective and marketing factor
- serve not only sales and advertising but *business*
- clarify more deliberately the confusing trends in economic policy, legislation, and distribution methods.

The new monthly *Advertising & Selling* will provide a continuous, lively and adult course of education which will enable you to understand and use all modern tools and developments in advertising to market your product more effectively and at a profit.

If you sign and mail the coupon today *you save \$1* (regular price, \$2). You get all 12 monthly issues for 1938—plus the huge, important extra Mid-February "Annual Advertising Awards Number." This extra issue will be a textbook in itself. It will reproduce the best advertising (in text, layout, results) which appeared during 1937.

*This offer is for a limited time only. Don't delay!*  
Send in the coupon today!

---

#### ADVERTISING & SELLING, 9 EAST 38th STREET, NEW YORK, N. Y.

Please start my subscription for a year with January issue of *Advertising & Selling* as per your Special \$1 Introductory Offer to the Perfume, Cosmetic and Toilet Preparations industry.

\$1.00 enclosed       I will remit \$1.00 on receipt of bill  
Foreign postage \$1 extra yearly

Name .....

Company .....

Position .....

Address .....

City and State .....

(Continued from page 38)  
convinced they know just what's going on everywhere and just what's new, interesting or different. While this is true in some cases, it is hardly possible in most others. They were all convinced that if the idea of a show is to continue the larger companies should be represented and they believe that as a large company you must be willing to pay the price of your prestige for you are looked to for leadership. (I'm quite aware this seems to contradict the former complaint that a few big companies run the industry but the criticism I feel, is one of attitude rather than a criticism of the facts.)

I offer these various but related points with the hope that they may stimulate the right people to draw the right conclusions and take the right action. The one conclusion I can and do make here is that the effect of all this turmoil within the industry is showing up at the point of sale and having a serious effect upon the consumer; not to mention the ammunition it gives the guinea pig people to launch another barrage of slander. At the rate things are going, the time will come when what *was slander* will be the truth!

## U. S. S. R. to Produce All Raw Materials

(Continued from page 33)

aldehyde, peryl aldehyde, citral, ionone, alpha and beta, methyl ionone, carvon, cinnamic aldehyde, amyl acetate different grades for food, nail lacquer and commercial industries. They also produce ethyl acetate, acetic acid, butyric acid and many esters, ethers and acids inclusive of cinnamic, benzoic and anthranilic. They also manufacture rhodinol, linalool, paramethyl phenyl carbinol eugenol, and iso eugenol. The latter products are produced from Caluria oil, which is distilled from a plant widely grown in southern Russia. This oil contains 92% eugenol. This makes the Soviet Union absolutely independent of the importation of clove oil.

At the Leningrad Food Combine, it is intended in the near future to produce vanillin from Caluria Oil. As bergamot oil is not produced in the Soviet Union, they succeeded in making lemonone from caraway oil. This product has special merits particularly for the perfume industry as in combination with linalyl acetate, methyl anthranilate and linalool it

produces a remarkable substitute for natural bergamot oil.

The Leningrad Chemical Food Combine, is also very active in the production of flavoring materials. They manufacture true fruit concentrates. This is done in glass lined apparatus with a capacity of ten thousand liters. They also produce dyes for the food industry at par with our certified food colors. They manufacture on a large scale a variety of lake colors for the cosmetic industry and dyes for technical industrial uses.

Each plant is governed by a board of directors. The latter consists of a general director, similar to our chairman of the board; a technical director, whose position gives him full charge and responsibility in the production field. Usually, in chemical industries, this position is held by a university professor.

In the next in line are the director of supplies, director of sales, finance director and the "A. C. H. O.", which means "Plant Administration Organ."

## VELIZAR BAGAROFF • OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.  
This quality product is especially worthy of your consideration.

Sole Agents for the United States: W. J. BUSH & CO., Inc., New York

Sole Agents for Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

## OIL LAVENDER ALTITUDE

It costs more than inferior oils; — it's real Lavender.

Selected from the finest producing regions, representing the highest standard in quality, odor, uniformity.

"Ye Oldest Essence Distillers"

**W. J. BUSH & CO.**

INCORPORATED

NEW YORK, N. Y.

LONDON • MITCHAM • MESSINA • GRASSE

# TWOFOLD ODOR SERVICE

For Cosmetic Manufacturers Who Want To  
Make the Most of

## 1938 SALES OPPORTUNITIES

1. INDIVIDUAL ODORS—specially created by our experts for your exclusive use—to give your products maximum non-competitive sales appeal—intriguing odors which identify your product as *different*.

2. STANDARD ODORS—which have been developed by us to meet a variety of known consumer preferences—odors which offer novelty, quality and distinction at surprisingly low cost—and which have proven their ability to produce sales.

for **CREAMS** (Cold, Cleansing) we suggest:

Locust Blossom • Lilac • Bouquet Cream  
Chypre • Bouquet A.A.S. • Rose

for **TALCUM POWDER** we suggest:

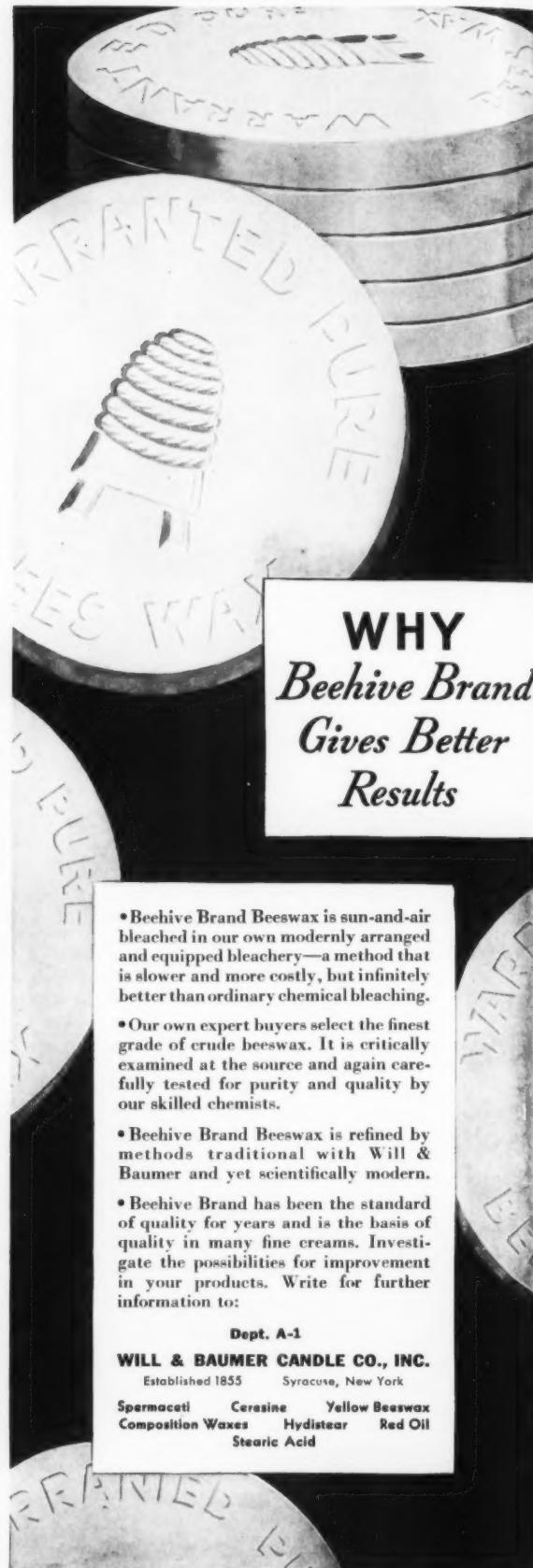
Bouquet • Narcisse de Paris • Oriental  
Chypre • Gardenia • Violet Leaves •  
Lilac Royal Egyptian Bouquet • Lily of  
the Valley • Orange Flowers

WRITE TODAY for samples and prices. Whatever your  
odor problem our unusual facilities and experience will  
supply you with a successful solution.



**ARTHUR A. STILWELL & CO., Inc.**  
IMPORTERS • EXPORTERS • MANUFACTURERS

601 West 26th Street, NEW YORK  
350 N. Clark Street, CHICAGO  
"An Unimpaired Record Since 1878"



• Beehive Brand Beeswax is sun-and-air bleached in our own modernly arranged and equipped bleachery—a method that is slower and more costly, but infinitely better than ordinary chemical bleaching.

• Our own expert buyers select the finest grade of crude beeswax. It is critically examined at the source and again carefully tested for purity and quality by our skilled chemists.

• Beehive Brand Beeswax is refined by methods traditional with Will & Baumer and yet scientifically modern.

• Beehive Brand has been the standard of quality for years and is the basis of quality in many fine creams. Investigate the possibilities for improvement in your products. Write for further information to:

Dept. A-1

**WILL & BAUMER CANDLE CO., INC.**

Established 1855 Syracuse, New York

Spermaceti Cerasine Yellow Beeswax  
Composition Waxes Hydistear Red Oil  
Stearic Acid

# PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.25@	\$2.75
S. P. A.	2.10@	2.60
Sweet True	.70@	.80
Apricot Kernel	.30@	.35
Amber rectified	.48@	.55
Ambrette (oz.)	46.00@	
Amrys balsamifera	3.00@	3.25
Angelica root seed	75.00@	
Anise, U. S. P.	90.00@	
Anisic (spike) Span. French	1.35@	
Balsam, Peru	1.55@	
Balsam, Tolu, oz.	5.50@	6.25
Basil (oz.)	4.25@	
Bay	2.40@	2.60
Bergamot	1.55@	1.75
Birch, sweet	3.95@	4.25
Birchtar, crude	1.65@	3.25
Birchtar, rectified	.15@	.18
Bois de Rose	.75@	.85
Cade, U. S. P.	1.35@	2.75
Cajeput	.50@	.55
Calamus	.65@	.75
Camphor "white"	3.50	Nom'l.
Cananga, Java native rectified	.17@	.21
Caraway	1.85@	2.10
Cardamon, Ceylon	2.15@	2.85
Cascarilla	2.05@	2.20
	30.00@	38.00
	55.00@	75.00

Cassia rectified, U. S. P.	1.35	Nom'l.	Turkish	2.40@	2.85
Cedar leaf	.85@	1.00	Ginger	8.10@	9.00
Cedar wood	.24@	.26	Grapefruit	2.10@	3.00
Cedrat	4.15@		Conc.	24.00@	
Celery	11.00@	14.00	Guaiac (Wood)	\$3.10@	\$3.50
Chamomile (oz.)	5.50@	8.00	Hemlock	1.05@	1.25
Cherry laurel	14.00@	15.00	Hops (oz.)	8.50@	13.00
Cinnamon	8.00@	25.00	Hyssop	40.00@	50.00
Citronella, Ceylon	.42@	.46	Juniper Berries	1.20@	1.45
Java	.50@	.53	Juniper Wood	.50@	.60
Cloves Zanzibar	1.10@	1.15	Laurel	6.50@	8.00
Cognac	16.00@	20.00	Lavender, French	3.25@	7.00
Copaiba	.60@	.62	Lemon, Italian	2.50@	2.85
Coriander	25.00	Nom'l.	Calif.	2.30@	2.50
Croton	1.35@	1.45	Lemongrass	.45@	.75
Cubeb	2.80@	3.00	Limes, distilled	5.55@	6.00
Cumin	8.00@	10.00	expressed	8.75@	10.00
Cureaco peels	4.85@	5.25	Linaloe	1.20@	1.30
Curcuma	3.00@		Lovage	65.00@	72.00
Cypress	12.00@		Mace, distilled	1.30@	1.40
Dillseed	2.80@	3.85	Mandarin	7.00@	8.25
Elemi	1.65@		Marjoram	6.30@	6.75
Erigeron	2.50@	3.25	Melissa	4.00@	4.25
Estragon	32.00@	35.00	Mustard, Genuine	8.50@	9.00
Eucalyptus	.45@	.50	artificial	1.95@	2.25
Fennel, Sweet	1.25@	1.30	Myrrh	10.00@	
Galbanum	15.00@		Myrtle	3.35@	3.75
Geranium, Rose			Neroli, Bigarde, P.	115.00@	130.00
Algerian	4.00@	5.00	Petale, extra	140.00@	155.00
Bourbon	3.80@	4.25			
Spanish	12.00@				

(Continued on page 87)

## ★ RESIN AMBRETTE

Is not too expensive to be used in large quantities but only small amounts need be added to your present odor as a modifier or improver. Its true value lies in its marvelous fixative properties.

## METHYL NAPHTHYL KETONE of absolute purity

A basic aromatic chemical found to be most useful for imparting a desirable orange blossom odor. Write us for quotations and also for information on other Vanillin Fabrik products.

PRODUCT OF VANILLIN FABRIK

# P. R. DREYER INC.

1 2 E A S T 1 2 t h S T R E E T • N E W Y O R K

LOS ANGELES, CALIF.  
SAN FRANCISCO, CALIF.  
KANSAS CITY, MO.

NEW ORLEANS, LA.  
CHICAGO, ILL.  
DETROIT, MICH.

ST. LOUIS, MO.  
CINCINNATI, O.  
BALTIMORE, MD.

HOUSTON, TEXAS  
DES MOINES, IA.  
PHILADELPHIA, PA.

# THESE MAY BE JUST THE BOOKS YOU NEED

**PRODUCTION, MANUFACTURE AND APPLICATION OF PERFUMES OF ALL TYPES** by William A. Poucher, Ph. G. New 5th Edition. Gives complete working knowledge of up-to-date perfume manufacture. Hundreds of valuable formulas with complete directions. Covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving for each one—the botanical varieties, odor classification, chemical composition, suggestions for compounding, the best compounding ingredients (bases, blenders, modifiers, fixers, florals, and aldehydes). Representative formulas for each perfume give you the widest choice of variations to meet every commercial need. Additional chapters give many new formulas for fancy perfumes, toilet waters. Illustrated. 426 pages.....Price \$8.00

**MODERN SOAP MAKING** by Dr. E. G. Thomsen and C. R. Kemp The first entirely original American book on soap manufacture in 20 years. Thoroughly covers every phase of soap manufacture and glycerine recovery. Written by practical soap men, a truly practical book. Raw materials. Machinery and equipment. Soap making methods. Soap products. Glycerine recovery and refining. Recovery methods. Appendix containing all needed reference tables, constants of oils and fats, alkali values, conversion tables, U. S. Government specifications for various soap products, etc. 550 pages.....Price \$7.50

**TREATMENT OF COMMON SKIN DISEASES** by Herman Goodman, M. D. Statistics on a million reported cases of skin ailments. Basic instructions in the anatomy and physiology of the skin, hair and nails (and their condition in health and disease). Pictures of the most common skin diseases and conditions brought about by parasites. Formulae from shampoo to lotion, from diet to prescription. The most practical skin book in a decade! 350 pages, 72 illustrations, 300 tested formulae .....Price \$5.00

## **FLAVORS AND ESSENCES** by M. H. Glazin

A new-type formula book. Gives brand-new formulas, most of which have never been published before. Each formula carefully tested. Each product is highly concentrated, very soluble, may be kept several years without change or deterioration. Except for a few, no equipment required. All raw materials obtainable in the open market. Every formula may be used freely by every purchaser of the book. Formulas are so new, so valuable, they offer a real commercial advantage—include fruit flavors and essences for manufacturers of confectionery, syrups, mineral waters, ice creams, custard powders, etc.; fruit ethers for boiled goods and sweets; wine flavors for distillers, confectioners, etc.; oil compounds, herbal and other extracts. Price \$10.00

**COSMETIC DERMATOLOGY** by Herman Goodman, M. D. 54 chapters covering the field from acne to vitamins and hormones. 591 pages. Price \$6.50

Order the books you want today. Use convenient coupon. We pay postage on orders accompanied by remittance. Postage on foreign orders is extra.

## **BOOK DEPT.**

**ROBBINS PERFUME COMPANY, Inc.**  
**9 East 38th St., New York City, N. Y.**

Enclosed find check (or money order) for the following books: (mark books wanted)

- Cosmetic Dermatology (\$6.50)
- Treatment of Common Skin Diseases (\$5.00)
- Prod., Manu. & Applic. Perfumes (\$8.00)
- Modern Soap Making (\$7.50)
- Flavors and Essences (\$10.00)

Name \_\_\_\_\_ Position \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_ Company \_\_\_\_\_



## NEW YORK REPORT

WITH but few exceptions, essential oil and other raw material prices are below those in force at the beginning of the final quarter. There is always a tendency on the part of sellers to reduce inventories at this time, but this year's downward trend in prices has been more pronounced by reason of unfavorable developments in general business conditions.

The extended period of inactivity however has caused some trade factors to believe that inventories of raw materials have been worked off to such an extent in recent months that even a continuation of current consumption levels must mean an improvement in raw material purchases soon if adequate working stocks are to be maintained. The tendency still is to avoid inventory increases before the turn of the year, but since buying over the current quarter has been at a low level there is a possibility of some fair size orders coming through over the closing weeks of the year.

The past month brought about considerable competition in citrus oils. Reports from Messina indicate that the manufacture of essential oil from winter lemons has already begun. This, it is pointed out, is at least a month in advance of the normal date. There are good quantities of orange available for sale in this market. Out of recent reductions in prices however some observers are of the opinion that values are very nearly at the bottom.

Orange oil exports from Jamaica in the third quarter of this year amounted to 184 imperial gallons with all of it going to the United Kingdom. In the second quarter, 154 gallons went to the United Kingdom and 117 to the United States. Lime oil was unsettled with considerable competition being noted between sellers of Mexican and West Indian material.

Exports of lime oil from Jamaica in the third quarter aggregated 398

imperial gallons, 326 gallons going to the United Kingdom and 60 to the United States.

When compared with prices prevailing over a period of years current quotations on oil peppermint might be said to be attractive following further slight reductions over the past month. The downward trend has failed to induce any unusual activity however since users in most cases are of the general opinion that because of the favorable production this year a soft tone is likely to continue for some time. Spearmint may be had at a saving over the prices in force during the preceding period under review. Among the firm spots in the domestic oil group were tansy and erigeron.

### Aromatic Chemicals

Moderate purchases of aromatic chemicals were noted during the past month. The buying came from perfumers and toilet goods manufacturers for the production of finished products for the coming holiday trade. In some cases the movement proved to be rather disappointing but as a general rule manufacturers are of the opinion that total sales will compare very favorably with those of last year.

Coconut oil and some palm oils showed moderate declines. Business was very quiet with soapers still out of the market as they have been for a long time. The future outlook seems highly indefinite. No one cares to be long on inventories at this time and here is nothing in the present outlook that would indicate any decided upturn in the demand for these articles over the coming quarter. Statistically the glycerine market is in an unfavorable position. Unless there is some improvement in buying the downward trend of prices is likely to be extended.

Makers of carbonate potash, caustic soda, and soda ash are in the midst of their active contracting season.

## REPORT ON FLORAL CROPS

(Special Correspondence)

Grasse, November 20, 1937.—Somewhat too frequent rains at the end of October and early in November signalized the end of the crops of this season of the year. However, we did have some beautiful days with summer-like temperature and the thermometer showed readings of 68 deg. F. with a Northern exposure and dropped only to about 40 deg. F. at night.

For jasmin, we find that because of the deficient yield and the demand for finished products, the crop was prolonged until November 5 in some plantations. We might ask about the value of a product which has been made from flowers picked so late in the season and under such unfavorable atmospheric conditions. There may be some gain from the standpoint of quantity perhaps, but the quality certainly must leave much to be desired.

We are told that the price which was fixed for the flowers was not respected by everyone and that some purchased flowers fully 20 per cent higher. The market for natural jasmin products is steadily advancing and at present asking prices are considerably higher than those of products of the 1936 crop. Even by paying the prices which are asked, it is difficult to find goods for sales, for each house is reserving its products for its own customers.

We may suppose that the growers have obtained more encouraging results than those of recent years since in many instances increases in the size of existing plantations may be noted. We hesitate to estimate how great these may be.

The crop of tuberose has also ended. It is very poor and insignificant when compared to the production of normal years and wholly insufficient for the requirements of the perfumers. Only the growers are satisfied because of the high prices paid for the flowers.

# Giese's Filter Papers are the Best!



Bale of Filter Paper

Heavy Linen Fibre Filter Paper for Rapid Filtration  
of Large Quantities—Very Strong

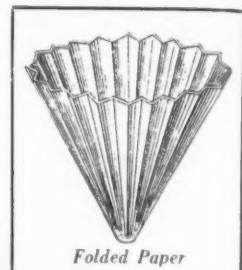
PACKED AS FOLLOWS:

13 inch, 55 lb. Bales	20 inch, 110 lb. Bales
15 inch, 55 lb. Bales	24 inch, 55 lb. Bales
18 inch, 55 lb. Bales	26 inch, 55 lb. Bales
32 inch, 55 lb. Bales	

Also folded—packed in cartons

Free illustrated leaflet on request

AUGUST GIESE & SON, 121 E. 24th St., N.Y.C.



Folded Paper



**SPECIALISTS**  
in the  
complete package

We not only supply bottles (all types, sizes, in exclusive designs) for all perfume and toilet preparation requirements—we quote very attractive prices on the complete package—which includes bottle and proper kind of cap with or without applicators. Write for illustrated price lists!

**GLASS PRODUCTS CO.**  
GLASSWARE

VINELAND • NEW JERSEY  
New York: L. A. Barber, 1123  
Broadway — St. Louis, Mo.:  
Woodson Barnhart, 200 So. Com-  
mercial St. — Atlanta, Ga.:  
W. M. Curry, 2895 Peachtree St.

**LONG  
WANTED**

and  
**Now  
Ready!**

**A BRAND NEW**

**NON-METALLIC MINERAL FACE PACK**

Your label on Solo's new face pack means a profitable volume of repeat sales. Sold in powder or paste form, packaged or bulk.

Here's what this new pack does: • Absorbs impurities • Corrects Excessive oiliness • Eliminates Blackheads • Reduces enlarged pores • Refreshes the skin • The result is a clear, radiant, youthful complexion.

**WRITE TODAY FOR PRICES AND SAMPLE**

**WE ARE NOW READY TO SUPPLY CLEANSING  
AND REFRESHING PADS...ASK ABOUT THEM!**

**SOLO LABORATORIES, INC.**

341 W. Austin Ave.

Chicago, Illinois



IMPALPABLE • PROCESSED **TALC** for FINEST  
FACE POWDERS  
ITALIAN • FRENCH • ORIENTAL • CANADIAN • AMERICAN  
IMPORTERS • EXPORTERS • MILL AGENTS

KAOLIN • PRECIPITATED CHALK • ZINC OXIDE • MAGNESIA  
ZINC STEARATE • CHINA CLAY • RICE STARCH • FULLER'S EARTH

**CHARLES B. CHRYSTAL CO., INC.**

Established over 40 Years

PARK-MURRAY BLDG., NEW YORK, N. Y.

JERSEY CITY

(Continued from page 83)

Nutmeg	1.30@ 1.40	Verbena	4.00@ 8.50	Amyl Acetate	.75@ 1.00
Olibanum	5.00@ 5.25	Vetivert, Bourbon	6.75@ 10.00	Amyl Butyrate	1.05@ 1.25
Orange, bitter	2.25@ 2.60	Java	15.00@ 25.00	Amyl Cinnamate	2.50@ 3.75
sweet, W. Indian	2.15@ 2.50	Wintergreen	3.35@ 8.00	Amyl Cinnamate Aldehyde	2.25@ 3.75
Italian	2.60@ 3.25	Wormseed	2.60@ 3.00	Amyl Formate	1.60@ 1.90
Spanish	2.60@ 3.00	Wormwood	2.80@ 3.10	Amyl Phenyl Acetate	3.00@ 4.00
Calif. exp.	2.00@ 2.50	Ylang-Ylang, Manila	22.00@ 30.00	Amyl Salicate	.60@ .70
Orris root, con. (oz.)	5.25@ 5.50	Bourbon	3.85@ 7.50	Amyl Valerate	2.00@ 2.40
Orris root, abs. (oz.)	35.00@ 50.00			Anethol	1.30@ 1.40
Orris Liquid	18.00@ 25.00			Anisic Aldehyde	3.00@ 3.25
Parsley	10.00@ 11.00	TERPENELESS OILS			
Patchouli	5.00@ 8.00	Bay	3.25@ 4.00	Benzophenone	1.40@ 1.75
Pennyroyal Amer.	1.65@ 1.85	Bergamot	9.50@ 14.00	F. F. C.	1.55@ 1.90
French	1.50@ 1.65	Clove	4.00@ 5.00	Benzophenone	1.45@ 1.75
Peppermint, natural	2.30@ 2.40	Coriander	4.00@	Benzyl Acetate	.55@ .70
redistilled	2.50@ 2.65	Geranium	8.00@ 12.50	Benzyl Alcohol	.75@ 1.00
Petitgrain	1.15@ 1.40	Grapefruit	45.00@ 60.00	Benzyl Benzoate	1.00@ 1.80
French	2.35@ 2.50	Sesquiterpeneless	85.00@	Benzyl Butyrate	4.50@ 6.00
Pimento	2.50@ 6.00	Lavender	8.00@ 8.50	Benzyl Cinnamate	6.25@ 8.00
Pine cones	3.00@	Lemon	15.00@ 25.00	Benzyl Formate	3.50@
Pine needles, Siberia	1.00@ 1.15	Lime, ex.	54.00@ 72.00	Benzyl Iso-eugenol	11.50@ 13.50
Pinus Sylvestris	1.45@ 1.75	Orange, sweet	100.00@ 120.00	Benzylidenacetone	2.50@ 4.00
Pumillonis	1.75@ 1.90	bitter	90.00@ 115.00	Borneol	1.75@ 2.00
Rhodium, Imitation	2.10@ 3.25	Petitgrain	3.25@ 3.75	Bornyl Acetate	1.50@ 5.50
Rose, Bulgaria (oz.)	6.00@ 12.00	Rosemary	2.50@ 4.00	Bromstyrol	4.00@ 5.00
Rosemary, French	60@ .75	Saga, Clary	90.00@	Butyl Acetate	.60@
Spanish	.65@ .80	Vetivert, Java	35.00@	Butyl Propionate	2.00@
Sage	1.50@ 1.85	Ylang-Ylang	28.00@ 35.00	Butyricaldehyde	12.00@
Sage, Clary	25.00@ 30.00				
Sandalwood, East India	5.50@ 6.00				
Australia	4.75@ 5.75				
Sassafras, natural	1.05@ 1.25	DERIVATIVES AND CHEMICALS			
artificial	.35@ .39	Acetaldehyde 50%	2.00@	Carvone	1.15@
Spearmint	1.80@ 2.00	Acetophenone	1.35@ 2.00	Carvol	4.00@ 4.25
Snake root	11.25@ 13.75	Acetyl Iso-eugenol	7.50@ 8.00	Cinnamic Acid	4.00@
Spruce	1.05@ 1.25	Alcohol C 8	16.00@ 20.00	Cinnamic Alcohol	2.90@ 3.40
Styrax	5.75@ 10.00	C 9	26.00@ 40.00	Cinnamic Aldehyde	1.45@ 2.00
Thyme, red	.95@ 1.40	C 10	21.00@ 28.00	Cinnamyl Acetate	8.00@ 12.00
White	1.00@ 1.25	C 11	17.50@ 22.00	Cinnamyl Butyrate	12.00@ 14.00
Valerian	14.00@ 14.50	C 12	14.00@ 25.00	Cinnamyl Formate	13.00@
		Aldehyde C 8	30.00@	Citral C. P.	2.00@ 2.80
		C 9	45.00@ 70.00	Citronellal	.85@ 1.65
		C 10	42.00@ 60.00	Citronellol	2.00@ 2.60
		C 11	33.00@ 50.00	Citronellyl Acetate	3.50@ 5.00
		C 12	26.00@ 32.00	Coumarin	3.00@ 3.50
		C 14 (so-called)	\$13.00@	Cumic Aldehyde	32.00@ 50.00
		C 16 (so-called)	13.00@	Dibutylphthalate	.29@ .35

(Continued on page 89)

# P. K. SHIPKOFF & CO.

## Kazanlik ◆ Bulgaria

Sole Agents for United States and Canada:

COMPAGNIE PARENTO, Inc., 507 Fifth Ave., New York

(Branches in principal cities)

ESTABLISHED 1840

INCORPORATED 1932

# OTTO OF ROSE

SHIPKOFF'S OTTO of ROSE •

• Own Distillation . . . is always uniform  
and of one quality only . . . the BEST

Distributing depots: • NEW YORK • LONDON  
PARIS • GRASSE • HAMBURG

## If You're Not

yet receiving "Progressive Perfumery and Cosmetics," our new monthly house organ, send us your name and address and we'll gladly mail it to you regularly, beginning with the first number. No charge, of course.

**VAN DYK & CO.**  
Incorporated 1904  
Pioneer American Manufacturers of  
**AROMATICS**

Executive Offices and Works:  
57 Wilkinson Ave., Jersey City, N. J.  
Los Angeles Office: 1282 Sunset Boulevard

QUALITY • QUALITY • QUALITY  
**THE ABONITA LINE**  
 32 Years of Quality Service to the  
 Manufacturing Trade  
 SPECIALIZING IN  
 HAND-MADE  
 ROUGES  
 TRULY INDELIBLE  
 LIP STICKS  
 PERFECT  
 CREME ROUGE, EYEBROW  
 PENCILS, COSMETIQUE (Mascara)  
 QUALITY  
 FACE POWDER, bulk or packaged.  
 Tap-it-pac Loose Powder Vanities  
 Eye-Shadows  
 SPECIAL FORMULA WORK INVITED.  
 PUREST INGREDIENTS OF FINEST QUALITY  
 EVERY PRODUCT FULLY GUARANTEED  
**ABONITA**  
**COMPANY, INC.**  
 24 to 30 So. Clinton St.  
 CHICAGO, ILL.  
 QUALITY • QUALITY • QUALITY

**ALSOP**  
*Hy-Speed*  
**EQUIPMENT**

MIXERS • AGITATORS • FILTERS • GLASS COATED TANKS  
 BOTTLE FILLERS • RINERS • CAPPING MACHINES  
 LABELING & CONVEYING EQUIPMENT • ASBESTOS  
 DISCS FOR ALL FILTERS • PORTABLE PUMPS.

**MIXERS • AGITATORS • STIRRERS**

**PORTABLE TYPES**  
 That attach easily to any size or shape  
 tank or container. There are models  
 suitable for any liquids, light or heavy,  
 and for mixing any quantities up to  
 many thousands of gallons.

**MIXING UNITS**  


Complete Mixing Units consisting of Alsop Glass Coated Tank with Mixer permanently attached come in all sizes up to 200 gallons.

**ALSOP ENGINEERING CORP.**  
 447 Main Street  
 Milldale, Conn.



**TUBES - Made in Canada**

BUY IN CANADA, FOR YOUR  
 CANADIAN TRADE . . . .

Plain or Lithographed Tubes, of finest  
 quality. Prompt delivery assured.

ALUMINUM SCREW CAPS  
 SHAVING STICK BOXES, ETC.  
 WE ALSO MOULD BAKELITE AND  
 DUREZ CAPS FOR JARS AND TUBES

**COLLAPSIBLE TUBES  
 & CONTAINERS, Ltd.**  
 TORONTO . . . . CANADA

(Continued from page 87)

Diethylphthalate	.26@	.35	Methyl Acetophenone	1.35@	2.10	Styralyl Alcohol	20.00@	
Dimethyl Anthranilate	6.50@	8.50	Methyl Anthranilate	2.15@	3.00	Terpenyl Acetate	1.00@	1.50
Dimethyl Hydroquinone	2.40@	3.50	Methyl Benzoate	.75@	1.75	Terpineol, C. P.	.25@	.36
Dimethylphthalate	.50@	.60	Methyl Cinnamate	3.35@	3.75	Thymene	.45@	
Diphenylmethane	1.70@	2.25	Methyl Eugenol	3.50@	6.75	Thymol	1.55@	1.65
Diphenyloxide	.95@	1.20	Methyl Heptenone	2.50@	4.50	Vanillin (clove oil)	3.10@	3.25
Ethyl Acetate	.30@	.50	Methyl Heptine Carbonate	25.00@	28.00	(guaiacol)	3.00@	3.15
Ethyl Anthranilate	5.75@	7.50	Methyl Iso-eugenol	7.00@	12.00	Vetiveryl Acetate	30.00@	38.00
Ethyl Benzoate	1.20@	1.75	Methyl Octine Carbonate	26.00@	32.00	Violet Ketone Alpha	5.00@	10.00
Ethyl Butyrate	1.00@	1.25	Methyl Peracresol	3.75@	5.50	Beta	5.50@	8.00
Ethyl Cinnamate	3.50@	4.00	Methyl Phenylacetate	2.10@	2.75	Methyl	5.25@	8.00
Ethyl Formate	1.00@	1.25	Musk Ambrette	4.20@	4.35	Yara Yara (methyl ester)	1.50@	1.75
Ethyl Propionate	1.20@	2.35	Ketone	4.35@	4.50			
Ethyl Salicylate	1.15@	2.50	Xylene	1.25@	1.40	<b>BEANS</b>		
Ethyl Vanillin	9.50@	14.25	Nerolin (ethyl ester)	1.50@	1.75	Tonka Beans, Para	1.25@	1.40
Eucalyptol	.58@	.70	Nitrobenzol	.15@		Angostura	2.50@	2.75
Eugenol	2.20@	3.00	Nonyl Acetate	46.00@	48.00	Vanilla Beans		
Geraniol, dom.	1.15@	2.85	Octyl Acetate	35.00@	40.00	Mexican, whole	4.25@	4.60
Geranyl Acetate	1.70@	3.00	Paracresol Acetate	4.00@	5.50	Mexican, cut	4.10@	4.20
Geranyl Butyrate	6.00@	8.00	Paracresol Methyl Ether	2.80@	3.60	Bourbon, whole	3.60@	4.00
Geranyl Formate	5.00@	7.00	Paracresol Phenyl-Acetate	8.75@	16.00	South American	4.00@	4.25
Heliotropin, dom.	2.20@	3.00	Para Cymene (gal.)	1.25@	1.65			
foreign	2.35@	2.50	Phenylacetaldehyde 50%	2.50@	5.00	<b>SUNDRIES AND DRUGS</b>		
Hydrotropic Aldehyde	25.00@	27.50	Phenylacetic Acid	2.25@	4.00	Acetone	.043/4@	.061/4
Hydroxycitronellal	2.00@	6.50	Phenylethyl Acetate	2.95@	5.60	Acid, muriatic, 18°, 100	1.50@	2.45
Indol, C. P. (oz.)	2.00@	4.50	Phenylethyl Alcohol	3.00@	4.25	pounds		
Iso-borneol	2.30@		Phenylethyl Anthranilate	16.00@		Sulfuric 66°, ton, drms.	28.00@	35.00
Iso-butyl Acetate	2.65@		Phenylethyl Butyrate	8.00@	12.00	Alcohol, 190-pf. gal.	4.14@	4.68
Iso-butyl Benzoate	2.75@	3.25	Phenyl Formate	12.50@	18.00	Almond meal	.21@	.25
Iso-butyl Salicylate	3.00@	6.00	Phenylethyl Propionate	9.25@	9.75	Aluminum chloride	.10@	
Iso-eugenol	3.50@	3.60	Phenyl Valerianate	16.00@		Ambergris, ounce	23.00@	30.00
Iso-safrol	2.00@		Phenylpropyl Acet.	8.00@	11.00	Balsam, Copiba	.34@	.36
Linalool	2.10@	4.75	Phenylpropyl Alcohol	4.50@	8.35	Peru	871/2@	1.00
Linalyl Acetate 90%	2.45@	3.75	Phenylpropyl Aldehyde	7.25@	11.50	Tolu	.52@	.60
Linalyl Anthranilate	15.00@		Rhodinol	8.50@	18.00	Beeswax, white	.40@	.45
Linalyl Benzoate	10.50@		Safrol	.60@	.70	yellow	.29@	.32
Linalyl Formate	9.00@	12.00	Santalyl Acetate	22.50@		Bismuth sub-nitrate	1.13@	
Menthol, Japan	3.30@	3.45	Skatol C. P. (oz.)	5.00@	8.50	Borax, crystals, carlot, ton	48.00@	58.00
Synthetic	2.25@	3.00	Styralyl Acetate	9.35@	14.50	Boric Acid, ton	125.00@	140.00

(Continued on page 91)

RUM ETHER  
ETHYL BENZOATE  
METHYL BENZOATE  
AMYL VALERATE  
ETHYL VALERATE  
ISO-VALERIC ACID



These Northwestern products  
are valuable flavor  
ingredients of particular  
interest for this season

The NORTHWESTERN  
CHEMICAL COMPANY

INCORPORATED 1882

WAUWATOSA · WISCONSIN

THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD

*Use* **LABELS & SEALS** . . .

FAITHFUL SERVICE *or* FOR OVER FORTY YEARS

**JOHN HORN**

*for greater sales appeal*

METAL • EMBOSSED  
ENGRAVED

DIE STAMPING FOR BOXMAKERS

**JOHN HORN, Labels, 837-839 Tenth Ave.  
New York City, N. Y.**

(Sample booklet of labels sent to RESPONSIBLE MANUFACTURERS)

Name.....  
Address.....  
City.....

## REBUILT EQUIPMENT

### PARTIAL LIST

2—Redd Powder Carton Filling, Weighing, Sealing Units—adjustable, 50 per minute.  
2—Ferguson Carton Wax Wrappers.  
1—Package Machinery Cellophane Wrapper.  
1—Urie Universal piston type Tube or Jar Filler.  
5—Pony Mixers, Day and Ross make, 8 and 15 gals.  
1—McDonald "Weeks" type Automatic Labeler.  
2—World Rotary Automatic Labelers.  
1—Alsop Portable Bottle Filler, 3-spout handle, pump and motor.  
1—Lilliput Label Gummer, motor driven.  
5—Ermold and World semi-automatic Labelers.  
1—National MG Powder Filler and Weigher.  
1—American automatic Powder Filler and Weigher.  
1—Ferguson "Packomatic" Filler, Weigher and Carton Sealer.  
1—200 gal. Pfaudler Jacketed closed Glass Lined Kettle.  
Dry Powder Sifters and Mixers, lab. size to 4000 lb.  
Tablet Machines—1—Colton No. 5, 2½"; 1—Colton 2B, ½"; 1—Mulford, ½"; 2—Colton No. 2 Rotary, ¼"; 1—Stokes D, 1"; 1—Stokes Eureka, hand, ½"; 1—Stokes O, ¾".  
1—Colton 2B Gelatin Coating Machine.  
3—Colton Dry and Wet Granulators.  
1—Karl Kiefer Visco Piston type Jar Filler.  
1—Karl Kiefer 18-spout Rotary Vacuum Bottle Filling Machine.  
Brand new.  
1—World Automatic straight line Duplex Labeler.  
2—Pfaudler 200 gal. glass lined Tanks.

MISCELLANEOUS—Kettles, Drug Mills, Ointment Mills, Pulverizers, Grinders, Sifters, Screens, Colloid Mills, Filters, Filter Presses, Coating Pans, Tanks, Stills, Agitators, Pumps, Boilers, Pill Mass Mixers, Pot Mills, etc. Send for complete bulletin.

WHAT HAVE YOU FOR SALE?

SEND US A LIST.

**Consolidated Products Company, Inc.**

14-15 Park Row



New York, N. Y.

Warehouse and Shops 135 Broad Street, Newark, N. J.



**CONSOLIDATED**

Established 1858 **FRUIT JAR CO.**  
NEW BRUNSWICK, NEW JERSEY

COLLAPSIBLE TUBES • SHEET METAL GOODS  
CORK TOPS • SPRINKLER TOPS • DOSE CAPS

## CLASSIFIED ADVERTISEMENTS

*The rates for advertisements in this section are as follows: Business Opportunities, \$1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York*

### SITUATIONS WANTED

PERFUMER—Experienced in the creation and duplication of Perfume Compounds for position with Mid-West Essential Oil House. Give full particulars. Confidential. Address Box 2285, The American Perfumer.

ESSENTIAL OIL EXECUTIVE with long experience is seeking a connection in the essential oil or allied industry. Has thorough knowledge of office management, raw material sources and sales outlets. Can furnish exceptional references. Address Box 2286, The American Perfumer.

want to register a **TRADE MARK?**

write The AMERICAN PERFUMER, 9 E. 38th ST., N. Y.

FOR THE BEST

**B O O K S**

ON THE

**PERFUME AND  
ALLIED INDUSTRIES**

CONSULT

BOOK DEPT.

THE AMERICAN PERFUMER  
9 EAST 38th STREET • NEW YORK

(Continued from page 89)

Calamine	\$1.16@	.20
Calcium, phosphate	.08@	.08 1/4
Phosphate, tri-basic	.13@	.15
Camphor	.55@	.61
Castoreum	16.00@	20.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03 1/2@	.06 1/2
Cherry laurel water, dñ.	4.75@	5.25
Citric acid	.24@	.24 1/2
Civet, ounce	5.00@	5.50
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	
Fuller's Earth, ton	15.00@	33.00
Gum Arabic, white	.26@	.28
Amber	.12@	.14
Gum Benzoin, Siam	1.20@	1.45
Sumatra	.25@	.30
Gum galbanum	.90@	1.05
Gum myrrh	.36@	.40
Henna, powd.	.12@	.15
Hydrogen peroxide	.05@	.08
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Magnesium, Carbonate	.06 1/4@	.07 1/2
Stearate	.19@	.25
Musk, ounce	15.00@	25.00
Naphtha, cleaners, th. cars.	.09 1/2@	.10
Oilbanum, tears	.16@	.28
siftings	.08@	.10
Orange flower water, gal.	1.50@	

Orris root, powd. . . . .

.13@ .18

Paraffin	.04 1/2@	.07
Petrolatum, white	.07@	.11
Potassium Carbonate	.14@	.17
83@85%	.05 1/2@	.07
Caustic	.07@	.07 1/4
88@92%	.36@	.37
Hydroxide U.S.P.		

Quince seed . . . . .

.75@ 1.25

Rice starch	.09@	.10
Rose leaves, red	2.10@	2.25
Rose water, dñ.	4.75@	5.00

Salicylic acid . . . . .

.40@ .45

Saponin . . . . .

1.70@ 1.75

Salt, works, ton . . . . .

14.80@ 15.50

Soap, neutral white . . . . .

.19@ .23

Sodium, Carb.

  58% light, 100 pounds . .

1.35@ 2.35

  Hydroxide, 76% solid, 100

  pounds . . . . .

2.60@ 3.75

Silicate, 40°, drums, works, 100

  pounds . . . . .

.80@ 1.20

Spermaceti . . . . .

.25@ .28

Styralex . . . . .

.50@ 2.50

Sulfur, precip. . . . .

.17@ .20

Tartaric acid . . . . .

.24 1/4@ .24 1/4

Titanium oxide . . . . .

.20@ .22

Tragacanth, No. 1 . . . . .

3.00@ 3.50

Triethanolamine . . . . .

.45@ .50

Venice turpentine, gal. . . . .

.35@ .45

Violet flowers . . . . .

.95@ 1.15

Zinc oxide, U. S. P. bbls. . . . .

.09 1/2@ .15

Peroxide . . . . .

1.10@ 1.75

Stearate . . . . .

.21@ .28

#### OILS AND FATS

Tallow, N. Y. C. extra . . . . .

.06 1/2@ .06 1/2

Grease white . . . . .

.06 1/2@ .07 1/2

Lard . . . . .

.10 1/2@ .12

Coconut Oil, tanks . . . . .

.09 1/4@ .10

Corn Oil, distilled, bbls. . . . .

.09 3/4@ .10

Red Oil, distilled, tanks . . . . .

.08 3/4@ .09 3/4

  White, drums . . . . .

.12 1/8@ .13

Stearic acid . . . . .

Triple pressed . . . . .

.13 3/4@ .14 3/4

  Saponified . . . . .

.14@ .15

Castor No. 1, tanks . . . . .

.10@ .10

Coconut, Manila Grade,

  tanks . . . . .

.04 1/8@ .04 1/8

Corn, crude, Midwest

  mill, tanks . . . . .

.06 1/2@ Nominal

Cotton, crude, Southeast,

  tanks . . . . .

.05 3/4@

Lard, common No. 1 bbls. . . . .

.09@

Palm, Niger, casks . . . . .

.04 1/8@

Palm, kernel, tanks . . . . .

.04 1/8@ Nominal

Peanut Refined, barrels . . . . .

.10 1/4@ Nominal

Soya beans, mill, tanks . . . . .

.07@

Tallow, acidless, barrels . . . . .

.09 3/4@

Whale Refined, barrels . . . . .

.09 3/8@ .09 5/8

#### GLYCERINE

C. P., drums extra . . . . .

.19 1/2@ .20

Dynamite, drums extra . . . . .

.19 1/2@ .20

Saponification, drums . . . . .

.14 1/2@ .15

Soap, lye . . . . .

.13@ .13 1/2

#### ROSIN

Barrels of 280 pounds

M . . . . . 7.10 N . . . . . 7.15

**HAVE you written for Details on this  
NEW No. 17 type A IMPROVED AUTOMATIC  
tube filling, closing and crimping machine for  
SEALING COLLAPSIBLE TUBES . . . . . ?**

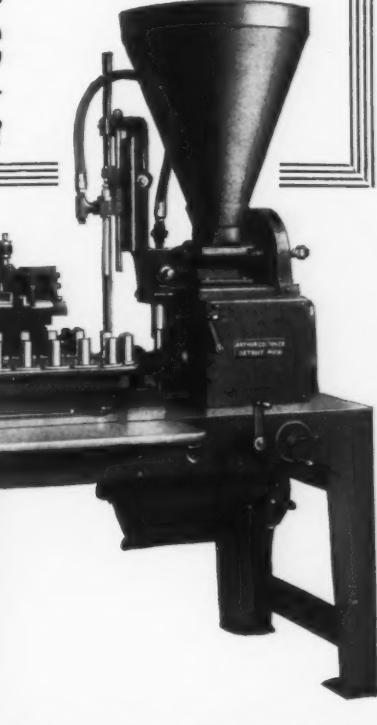
If not, you will want to do so at once—for the famous COLTON CLOSURE machine has been greatly improved and simplified.

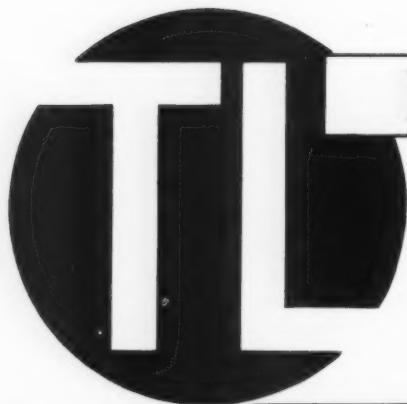
It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head makes machine operation more smooth than before.
4. Start and stop push button switch.
5. Two handy levers. One for starting machine proper. One for stopping starting filling mechanism.

You get all these improvements—at no increase in price! Write TODAY for a sample tube and full information on this machine!

**ARTHUR COLTON CO.**  
2604 JEFFERSON AVE., EAST,





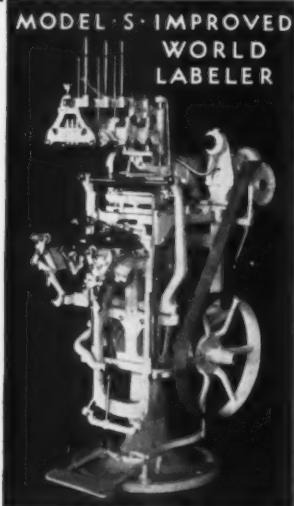
# B E E S W A X

T. L. BRAND • PURE WHITE  
Extra Quality . . . U. S. P. and 100% Pure

OVER 85 YEARS OF CONTINUOUS BUSINESS  
IN THE UNITED STATES—ESTABLISHED 1852

THEODOR LEONHARD WAX CO., Inc.  
HALEDON, PATERSON, N. J.

Long Distance Telephone: Sherwood 2-1444  
Western Distributor: A. C. DRURY & Co., Inc., 219 E. North Water St., Chicago, Ill.



The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than thirty-five years.

**Economic Machinery Company**  
WORCESTER, MASS.

*Makers of complete line of automatic and semi-automatic labelers.*

## ★ JUST PUBLISHED : : : A NEW BOOK ON FLAVORS and ESSENCES

By M. H. GAZAN

This new-type formula book gives you brand-new formulas, most of which have never been published before. Every formula has been carefully tested. Every product is highly concentrated, very soluble, and may be kept for several years without change or deterioration. Except for a few, no equipment is required. And even those few may be prepared without equipment if desired. All raw materials are obtainable in the open market.

Every formula may be used freely by every purchaser of the book. The formulas are so new and so valuable as to offer a real commercial advantage. They combine richness of flavor, strength, permanence, and low cost. They include fruit flavors and essences for the manufacturer of confectionery, syrups, mineral waters, ice creams, custard powders, etc.—Fruit ethers for boiled goods and sweets—Wine flavors for distillers, confectioners, etc.—Oil compounds, herbal and other extracts. The complete index and valuable tables enable any reader to produce the essences without difficulty.

Send for This Valuable Book TODAY!

Cloth—5½ x 8¾—Illustrated—Price \$10.00

**ROBBINS PERFUMER COMPANY, Inc.**  
9 EAST 38TH STREET ————— NEW YORK

## Want a JOB?

A few lines in our classified columns have helped to land many a job. And if you're on the *biring* end, you should consider the same medium.

CLASSIFIED ADVERTISING DEPT. The AMERICAN PERFUMER  
9 E. 38 • NEW YORK • A ROBBINS PUBLICATION

HARRY E  
PFALTZ

206 W 19  
NEW YORK

SINCE 1927

CREATOR OF  
DISTINCTIVE  
PERFUMES  
FOR THE TRADE

Just so you won't forget

**NATIONAL**  
COLLAPSIBLE TUBE CO.  
PROVIDENCE, R. I.

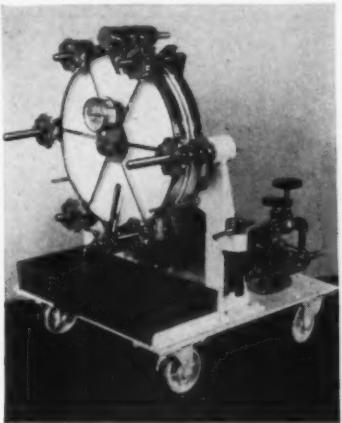
No  
Better  
Tubes Made  
(if we can help it)

New York Office: H. R. M. Gordon  
331 Madison Ave., Tel. VAnderbilt 3-2258

St. Louis: W. W. Hoernlein  
100 North Broadway Building, Tel. Central 8184

REPRESENTATIVES IN OTHER PRINCIPAL CITIES

Satisfied Users Tell Us This Is A Remarkable  
**ALL-PURPOSE** Asbestos Disk



**BENCH  
MODEL  
FILTER**

Small plants find that it meets their needs as no other filter does. Large plants use it for experimental work.

It has these advantages: Completely portable (with built-in pump and motor) . . . Two gallons a minute pump capacity . . . Capacity

can be easily doubled, by adding two additional rings . . . Plug to a light socket and the machine is ready to operate.

For proof of this remarkable all-purpose filter send us a sample of your liquid for demonstration.

**ERTEL ENGINEERING CORP.**

Manufacturers and Designers of Liquid Handling Equipment  
DEPT. F • 120 EAST 16th STREET • NEW YORK, N. Y.

## INDEX TO ADVERTISERS

Abonita Co., Inc. ....	88	Felton Chem. Co., Inc. ....	23	Orbis Products Corp. ....
Allen & Sons, Ltd., Stafford Inside Back Cover		Firmenich & Co., Inc. ....	30	Owens-Illinois Glass Co., The ....
Alsop Engineering Corp. ....	88	Fischbeck Co., Inc., Chas. ....	58	Oxzyn Company ....
Aluminum Co. of America ....	—	Florasynth Laboratories, Inc. ....	15	—
American Can Co. .... Front Cover and American Perfumers' Laboratories Inc. .... Insert Facing	9	Franks Chemical Products Co. ....	—	Parento, Inc., Compagnie ....
Ansbacher-Siegel Corp. ....	65	Fritzche Bros., Inc. Insert Between 8 and	9	Parfumeries de Seillans Insert Between 8 and
Art Tube Co. ....	66	General Drug Co. ....	21	9
Atlantic Refining Co. ....	—	Giese & Son, August ....	86	Parsons, M. W. ....
Bagaroff, Velizar ....	81	Givaudan-Delawanna Inc. Insert Bet. 16 and	—	Pfaltz & Bauer, Inc. ....
Bakelite Corp. ....	96	Glass Products Co. ....	17	Pfaltz, Harry E. ....
Baker & Bro., H. J. ....	—	Goldschmidt Corp., The ....	86	Revson Co., R. F. ....
Batzouroff & Co. ....	2	Harkness & Cowing Co. ....	76	Ritchie & Co., W. C. ....
Bopf-Whittam Corp. ....	—	Hazel-Atlas Glass Co. ....	—	Rowell Co., Inc., E. N. ....
Brasil Perfumista ....	—	Heine & Co. ....	25	Sanderson & Sons, W. ....
Brass Goods Mfg. Co. ....	14	Helfrich Laboratories ....	56	Schimmel & Co., Inc. ....
Bridgeport Metal Goods Mfg. Co., The ....	12	Helfrich Laboratories of Canada, Ltd. ....	16	Seovill Manufacturing Co. ....
Bush & Co., Inc., W. J. ....	81	Helfrich Laboratories of N. Y. Inc. Horn, John ....	16	Shipkoff & Co., P. K. ....
California Fruit Growers Exchange ....	8	Interstate Color Co. ....	16	Sierra Talc Co. ....
Camilli, Albert & Lalone ....	—	Kimble Glass Co. ....	90	Soap, Perfumery & Cosmetics ....
Carlova, Inc. ....	—	Klinker Mfg. Co. ....	90	Société des Chimique Usines Rhône Poulance ....
Carr-Lowrey Glass Co. ....	20	Koster Keumen ....	—	Solo Laboratories, Inc. ....
Charabot & Co. .... Inside Front Cover	—	Kranich Soap Co. ....	3	Solvay Sales Corp. ....
Chrystal Co., Inc., Charles B. ....	86	La Parfumerie Moderne ....	74	Stilwell & Co., Inc., Arthur A. ....
Classified Advertisements ....	90	Leeben Chemical Co., Inc. ....	4	Swindell Bros., Inc. ....
Colgate-Palmolive-Peet Co. ....	—	Leonhard Wax Co., Inc., Theodor. ....	78	Thurston & Braidich ....
Collapsible Tubes & Containers, Ltd. ....	88	Les Parfumes de France ....	—	Tombarel Frères ....
Colton Co., Arthur ....	91	Lockwood Bracket Co. ....	—	Tombarel Products Corp. ....
Consolidated Fruit Jar Co. ....	90	Lueders & Co., George ....	92	Turner White Metal Co., Inc. ....
Consolidated Products Co., Inc. ....	90	Mallinckrodt Chemical Works ....	—	Ungerer & Co. .... Inside Front Cover and Inside Back Cover
Consorzio Provinciale Agrumicoltura ....	—	Malmstrom & Co., N. I. ....	17	U. S. Industrial Alcohol Company. ....
Continental Can Co. .... Insert Facing	64	Maryland Glass Corp. ....	94	U. S. Industrial Chemical Co., Inc. ....
De Laire, Fabriques ....	18	Mathieu, Inc., Chas. ....	22	Van Amerigen-Haebler, Inc. ....
Dodge & Olcott Co. ....	18	Mero, J., and Boyreau ....	19	Van Dyk & Co., Inc. ....
Dreyer Inc., P. R. ....	83	18 and	93	Vanillin Fabrik ....
Drury & Co., A. C. ....	—	Muhlethaler, Th. ....	22	Verley, Inc., Albert ....
Du Pont de Nemours and Company ....	—	National Collapsible Tube Co. ....	93	White Metal Mfg. Co. ....
Dupont, Justin ....	—	Norda Essential Oil & Chemical Co., Inc. ....	24	Whittaker, Clark & Daniel, Inc. ....
Duval, Compagnie ....	74	Northwestern Chemical Co., The....	89	Will & Baumer Candle Co., Inc. ....
Economic Machinery Co. ....	92			Wirz, Inc., A. H. .... Outside Back Cover
Ertel Engineering Corp. ....	93			

**Always Uniform**

Always light in color . . . always sweet in odor . . .  
always satin-smooth in texture. In ALL WAYS  
Nimco Lanolin meets every requirement for a better  
Lanolin. Try it and see the improvement.

Stocks Carried in Chicago, Minneapolis, Kansas City

**N. I. MALMSTROM & CO.**  
147 LOMBARDY ST., BROOKLYN, N. Y.

**Refined**  
FROM SELECTED WOOL GREASES

**NIMCO LANOLIN**  
ANHYDROUS and HYDROUS, U. S. P.

# *The Research Service*

CONDUCTED BY MAISON G. deNAVARRE,  
CONSULTING CHEMIST FOR THE AMERICAN  
PERFUMER DURING THE PAST YEAR OR TWO

**WILL BE CONTINUED THROUGH 1938  
ON A BROADENED BASIS**

Mr. Navarre's department, entitled DE-SIDERATA, which appears every issue in the Perfumer and his special bulletins have been the subject of hundreds of inquiries and commendatory comments.

The bulletins, particularly those on such subjects as Sun Tan Preparations; Wetting Agents; Antiseptics, Germicides, and Preservatives; and Absorption Bases, have proven highly valuable to the trade—a real contribution to the industry.

Issuance of these bulletins treating appropriate subjects will be continued.

## **THE AMERICAN PERFUMER**

THE ONLY PUBLICATION DEVOTING ITS EDITORIAL EFFORTS EXCLUSIVELY TO THE COSMETIC, PERFUME, AND TOILET PREPARATIONS INDUSTRY.

# Style in every package with Bakelite Molded Closures

WHETHER the product is perfume, cosmetics, pharmaceuticals or shoe polish, manufacturers can add effective, attention-getting style to their packages by employing Bakelite Molded closures. Colorful, permanently lustrous and obtainable in practically any shape or design, these modern seals offer unlimited opportunities to increase the eye-appeal of jars and bottles.

In addition to display value, Bakelite Molded closures furnish utility advantages that do much to win the brand-loyalty of purchasers. They are non-sticking, non-corroding, always easy to remove and replace. Also, they may be kept spotlessly clean by occasional wiping with a damp cloth.

Bakelite Molded closures are



BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Canada    West Coast: Electrical Specialty Co., Inc., 316 Eleventh Street, San Francisco, Cal.

# BAKELITE

BAKELITE

BAKELITE is a registered trademark of Bakelite Corporation. Under the slogan "B" is the number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

CLASSIFIED ADVERTISEMENTS—PAGE 90

TABLE OF CONTENTS—PAGE 27

INDEX TO ADVERTISERS—PAGE 94

